

**INDIANA JONES**  
and the  
**TEMPLE OF DOOM**

No.  
250  
October  
1984

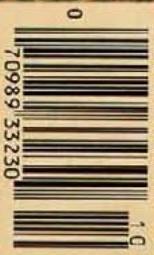
*Splash*

# MAD<sup>IND</sup>

OUR  
PRICE  
**\$1.25**  
CHEAP



RICHARD  
WILLIAMS



**ALSO**

Scarecrow &  
Mrs. King

Greystoke...The  
Legend of Tarzan

Break  
Dancing

Other  
Junk

**DOPIER THAN THE LAST ONE** ...BUT SO IS YOUR  
**FUNNIER THAN THE LAST ONE** ...BUT SO IS YOUR  
**JERKIER THAN THE LAST ONE** ...BUT SO IS THIS  
MAD "PITCH" FOR...

THE...  
SPRING 1985 SUPER SPECIAL  
**OUR PRICE \$2.50 SUPER CHEAP**

**MAD BOOK OF SILLIER NONSENSE**

ON SALE NOW AT THE SAME PLACE YOU BOUGHT THE LAST ONE!  
FROM PAST ISSUES

**DON'T BE THE LAST ONE TO GET THIS NEW ONE!!**

# MAD

"Anatomy is something that everybody has... but it looks better on girls!" —Alfred E. Neuman

**WILLIAM M. GAINES** publisher    **ALBERT B. FELDSTEIN** editor

**LEONARD BRENNER** art director    **TOM NOZKOWSKI** production

**NICK MEGLIN** senior editor    **JOHN FICARRA** associate editor

**GLORIA ORLANDO, CELIA MORELLI, SARA FOWLER**, subscriptions

**JACK ALBERT** lawsuits    **ANNE GRIFFITHS** logistics

**CONTRIBUTING ARTISTS AND WRITERS**

*the usual gang of idiots*

## DEPARTMENTS

### AD CAMPAIGN RELIEVERS DEPARTMENT

A MAD Look At Some Famous Advertising Slogans ..... 26

### A STAR IS PORN DEPARTMENT

MAD's X-Rated Celebrity Trivia Quiz ..... 37

### ALONG THE SNIDE LINES DEPARTMENT

The MAD Nasty Book—Vol. Five ..... 15

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of ..... 18

### ECC! THE HALLS WITH BOWELS FOR KALI DEPARTMENT

"Inbanana Jones And The Temple Of Goons" ..... 4

### FISH SCHTICK DEPARTMENT

"Splash-Dance" ..... 42

### GIDDY-YAKS DEPARTMENT

A MAD Look At Horseback Riding ..... 28

### HERE'S MOM IN YOUR SPY DEPARTMENT

"Scaredcrow & Mrs. Kling" ..... 31

### HOLLYWOOD AND VINES DEPARTMENT

Don Martin Looks At "Greystoke—The Legend Of Tarzan" ..... 12

### JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy ..... 48

### LETTERS DEPARTMENT

Random Samplings of Reader Mail ..... 2

### LOCO-MOTION DEPARTMENT

MAD's Easy Step-By-Step Break Dancing Chart ..... 10

### MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragones ..... \*\*

### RIP, PLEASE! DEPARTMENT

MAD's Modern Believe-It-Or-Nuts! ..... 9

### SMILES PER HOUR DEPARTMENT

The MAD Speedometer ..... 40

### SPOOKING FROM PICTURES DEPARTMENT

Horrifying Sports Cliches ..... 23

### YUKS FOR CLUCKS DEPARTMENT

Simple Games And Pastimes For School Drop-Outs ..... 38

\*\*Various Places Around The Magazine

## VITAL FEATURES

"INBANANA JONES AND THE TEMPLE OF GOONS"  
Pg. 4



MAD'S EASY  
STEP-BY-STEP  
BREAK  
DANCING  
CHART  
Pg. 10

DON MARTIN  
LOOKS AT  
"GREYSTOKE—  
THE LEGEND  
OF TARZAN"  
Pg. 12



THE  
MAD  
NASTY  
BOOK  
VOL. 5  
Pg. 15

"SCAREDCROW  
AND  
MRS. KLING"  
(A MAD TV  
Show Satire)  
Pg. 31



"SPLASH  
-DANCE"  
(Another  
MAD Movie  
Satire)  
Pg. 42

# FABULOUS FREE OFFER! SUBSCRIBE TO **MAD** AND GET...

**4\* FREE MAD  
"SUPER SPECIALS"**  
WITH A 40 ISSUE SUBSCRIPTION!

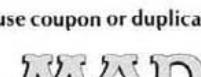
\*OUR CHOICE!

**3\* FREE MAD  
"PAPERBACK BOOKS"**  
WITH A 24 ISSUE SUBSCRIPTION!

\*OUR CHOICE!

**24\*\* FREE MAD  
"WIRE STAPLES"**  
WITH AN 8 ISSUE SUBSCRIPTION!

\*BIG DEAL!



485 MADison Avenue  
New York, N.Y. 10022

- I enclose \$39.00\*. Please enter my name on your subscription list and mail me the next 40 issues...  
PLUS MY 4\* FREE "MAD SUPER SPECIALS"!
- I enclose \$25.00\*. Please enter my name on your subscription list and mail me the next 24 issues...  
PLUS MY 3\* FREE "MAD PAPERBACK BOOKS"!
- I enclose \$10.00\*. Please enter my name on your subscription list and mail me the next 8 issues...  
WITH MY 24\*\* FREE WIRE STAPLES [3 PER ISSUE]!

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*Outside U.S.A. (including Canada), \$12.00 for 8 issues or \$30.00 for 24 issues or \$47.00 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

## LETTERS DEPT.



### HAMMING IT UP

Hey! Knuckle heads! I can't make out what is going on on the cover of MAD #248. Is it the pig, or is it Neuman who needs the vet to check him over?

Bob Herrmann  
Skaneateles, NY

### THE NAME HAS BEEN CHANGED...

Upon receiving my copy of MAD #248, I was astonished to see my name prominently displayed on your cover. I immediately skimmed through the magazine and was unable to find even a small token of gratitude included on your Letters page. This was obviously a blatant ripoff of the Cowsnowski name, even though you tried to cover it up by changing the spelling. I shall be forced to sue for plagiarism unless you print this letter on your Letters page.

Melvin Cowsnowski  
Tucson, AZ

"Melvin Cowsnowski!" Your parents must have hated you!—Ed.

### "MORE ADS WE NEVER GOT TO SEE"

"Kaopectate... It helps you get your sh\_\_ together!"

Kurt Marmor  
Coral Gables, FL

"Use Preparation H and kiss your hemorrhoids goodbye!"

George J. Davis  
Philadelphia, PA

### COVER CHARGE

You may have inspired the covers of "Time", "Newsweek" and "Discovery", but take another look at this snapshot I sent to you 21 years ago. Looks vaguely like your Superman cover on issue #243, doesn't it?

David Lubin M.D.  
Tampa, FL



### BEST SNORT SUBJECT

"Scarred Face" left me scarred for life!  
James Schellhorn  
Le Mars, Iowa

There were a lot of funny stories in MAD #248, but, as far as I'm concerned, the winner was "Scarred Face"—by a nose!

Walter Schubert  
Woodbridge, NJ

That's funny. We thought the winner was Barbra Streisand's "Yentl"—by a nose!—Ed.

### FUNNY BONES

I loved your Super Special on Violence. I'm dying to see the next one!

Eric Morrison  
Coconut Creek, FL



Yet Another Satisfied MAD Reader

### CRAZY OVER "MENTL"

It took Barbra Streisand five long hard years to make "Yentl", a beautiful creative masterpiece. Mort Drucker and Arnie Kogen spent five short flimsy pages to make "Mentl", a hilarious satire. You all do brilliant work!!

Bruce Mandes  
Los Angeles, CA

"Mentl" was...insane!

Tom Battista  
Weirton, W. VA



"SUPERMAN HIT IN THIS ISSUE"

## FLASHY FLASHDANCER



Yes, it's me, Marine Jahan, (not Jennifer Beals) and I loved "Flashdance"!

Marine Jahan  
L.A., CA

## MICHAEL JACKSON FANS

Hey, I didn't like that crack about Michael Jackson in your July Letters Department! I happen to be a big fan of his and I hear that stuff all the time. I even have a red jacket with 27 zippers! People are just jealous of his success and are spreading rumors. I hope you will do something about that.

Tchell DePaepe  
Richfield, UT

How could you? How could you have printed that letter calling Michael Jackson a creep?? If you don't want a broken arm, you better "Beat It", you jerks!

Heather Daly  
Walnut Creek, CA

You can "say...say...say" what you want about him, and so can we!—Ed.

## LOGO OF LONG AGO

Please keep the bacchanalian masthead that you used on the cover of MAD #248. The twenty year hiatus was twenty years too long! Now that you've improved the cover, please improve the trash inside also.

Allen Arata  
Hawthorne, CA

## HAH! HAH! HAH!

In Harrisburg's Sunday paper is a feature called "National Challenge", where each week, you're asked to come up with an amusing answer to their challenge. In challenge #371, readers were invited to invent a palindrome (a word that is spelled the same way forwards and backwards) and give the definition. I thought you might like to see what won second prize: "PUN UP—the centerfold for MAD Magazine".

Brent Yocom  
Harrisburg, PA

**Please Address All Correspondence To:**  
**MAD, Dept. 250, 485 MADison Avenue**  
**New York, New York 10022**

Unsolicited manuscripts will not be returned unless accompanied by a self-addressed stamped envelope or a short essay called "What I did on my summer vacation."

What is this new MAD book about?

About 192 pages!!

Does this book have funny stuff in it?

No... only funny words and pictures!

Will I laugh when I read this book?

No... only people with a good sense of humor will!

Should I buy this book for myself?

No... buy it for US! We need the money! And make it "SNAPPY"!

31451 IND

0 116 302 59 / 41-95 10 8 6 10 416 7/075 1 2, 30 (CLAN)

**SNAPPY ANSWERS TO STUPID QUESTIONS**

#5  
By MAD's Al Jaffee

DO YOU ENJOY ZINGING PEOPLE WITH SNAPPY ANSWERS, MR. JAFFEE?

NO, I'D MUCH RATHER TWEAK THEIR NOSES, BUT WHO'D BE IDIOT ENOUGH TO STAND FOR THAT?



On Sale Now At Your Favorite Bookstand, Or Yours By Mail

use coupon or duplicate

# MAD

485 MADison Avenue  
New York, N.Y. 10022

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PLEASE SEND ME  "SNAPPY ANSWERS TO STUPID QUESTIONS #5"

ALSO PLEASE SEND ME THESE OTHER MAD PAPERBACK BOOKS I'VE CHECKED BELOW:

- AL JAFFEE's Snappy Answers
- AL JAFFEE's MAD Book of Magic
- More AL JAFFEE's Snappy Answers
- AL JAFFEE's Monstrosities
- Still More AL JAFFEE's Snappy Answers
- AL JAFFEE MAD Inventions
- Lord! Another JAFFEE Snappy Answers
- AL JAFFEE Freaks Out
- The Dirty Old MAD
- Polyunsaturated MAD
- The Recycled MAD
- The Non Violent MAD
- The Rip-Off MAD
- The Token MAD
- The Pocket MAD
- The Invisible MAD
- Dr. Jekyll & Mr. MAD
- Steaming MAD
- MAD at You
- The Vintage MAD
- Hooked on MAD
- The Cuckoo MAD
- The Medicine MAD

- A MAD Scramble
- Swinging MAD
- MAD Overboard
- MAD Clowns Around
- The MAD Treasure Chest
- MAD Sucks
- SuperMAD
- Abominable Snow MAD
- MAD About The Buoy
- MAD for Kicks
- The Uncensored MAD
- Pumping MAD
- Horses Around
- The Eggs-Rated MAD
- A MAD Carnival
- Explosive MAD
- MAD Barfs
- Eternally MAD
- MAD About Town
- Big MAD On Campus
- The Endangered MAD
- Stamp Out MAD
- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
- DON MARTIN's Captain Klutz
- DON MARTIN Cooks
- DON MARTIN Comes on Strong
- DON MARTIN Carries On
- DON MARTIN Steps Further Out
- DON MARTIN Forges Ahead
- DON MARTIN Digs Deeper
- DON MARTIN Grinds Ahead
- DON MARTIN Captain Klutz II
- DAVE BERG Looks at the U.S.A.
- DAVE BERG Looks at People
- DAVE BERG Looks at Things
- DAVE BERG Modern Thinking
- DAVE BERG Our Sick World
- DAVE BERG Looks at Living
- DAVE BERG Looks Around
- DAVE BERG Loving Look
- DAVE BERG Looks, Listens & Laughs
- DAVE BERG Looks at You
- DAVE BERG Looks at the Neighborhood

All 10 weeks for delivery  
Outside the U.S.A., add  
15% extra.

I ENCLOSE \$1.95 FOR EACH  
(Minimum Order: \$5.85)

We cannot be responsible for cash lost or stolen in the Mails. Check or Money Order Preferred!

**ECCH THE HALLS WITH BOWELS FOR KALI DEPT.**

A few years ago, "Raiders Of The Lost Ark" reminded theater audiences of the great movie "serials" of the past. Now, that same production team has brought us a sequel that reminds us of yet another cereal...oatmeal! We're talking, of course, about—



# **INBANANA JONES**

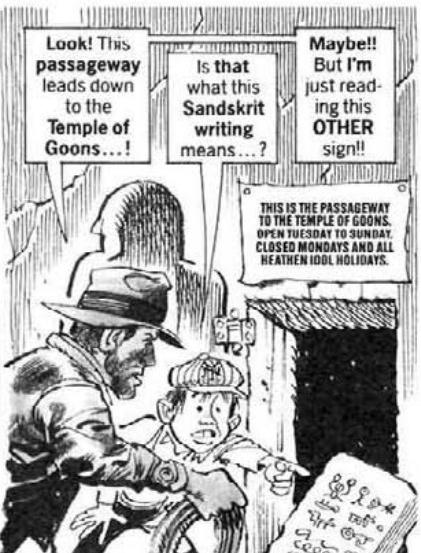
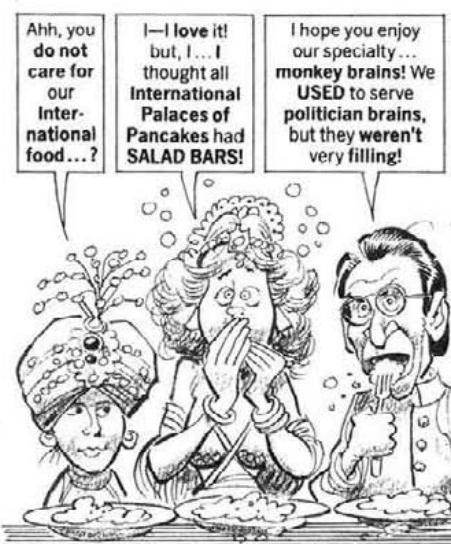
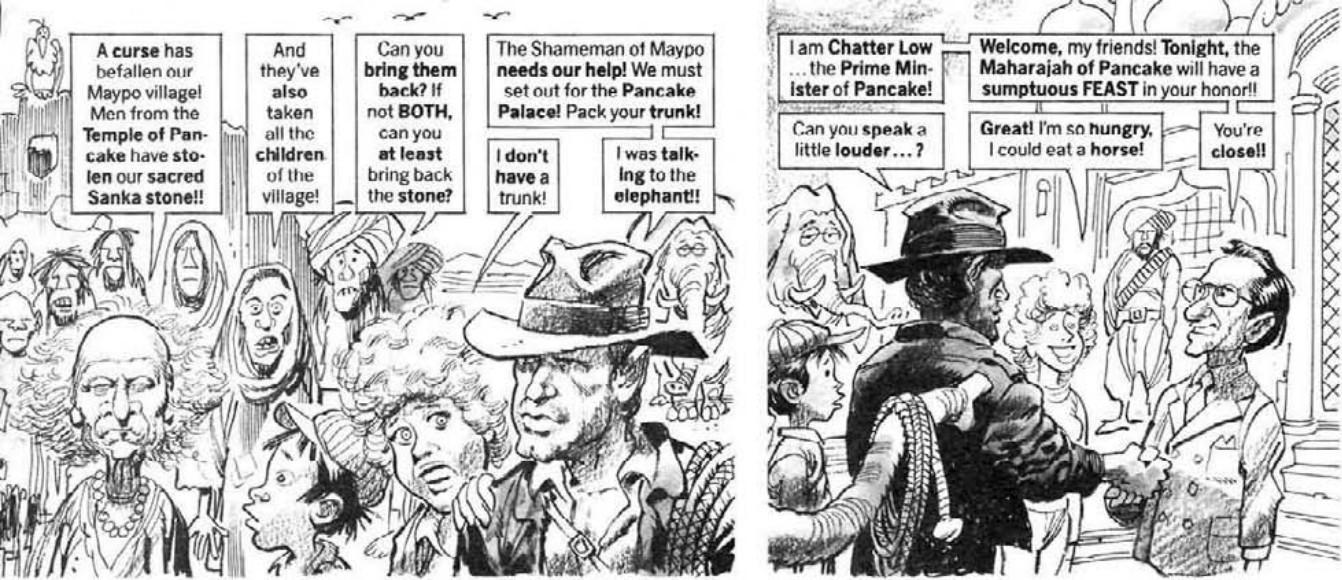
*and the*

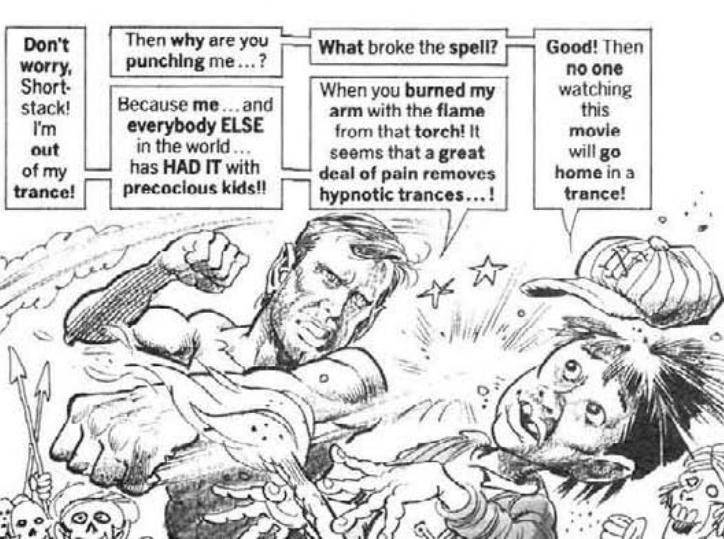
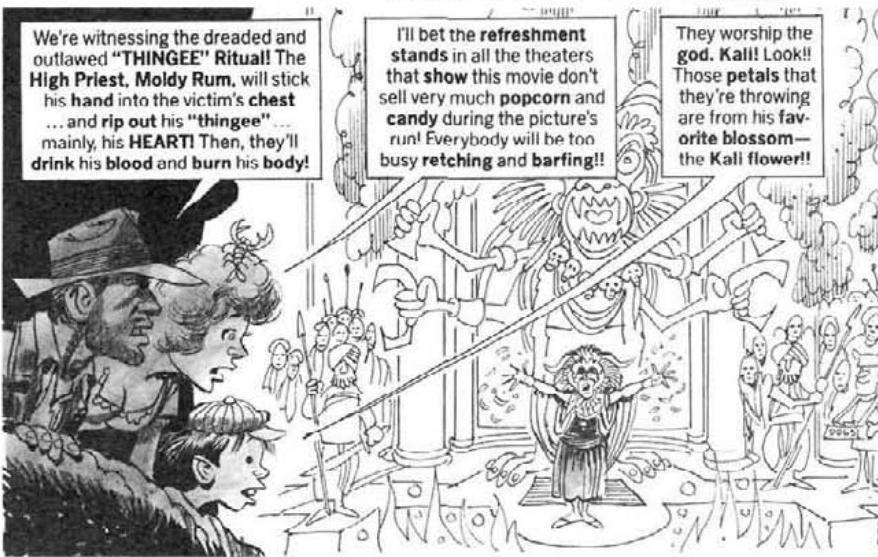
# **TEMPLE OF GOONS**

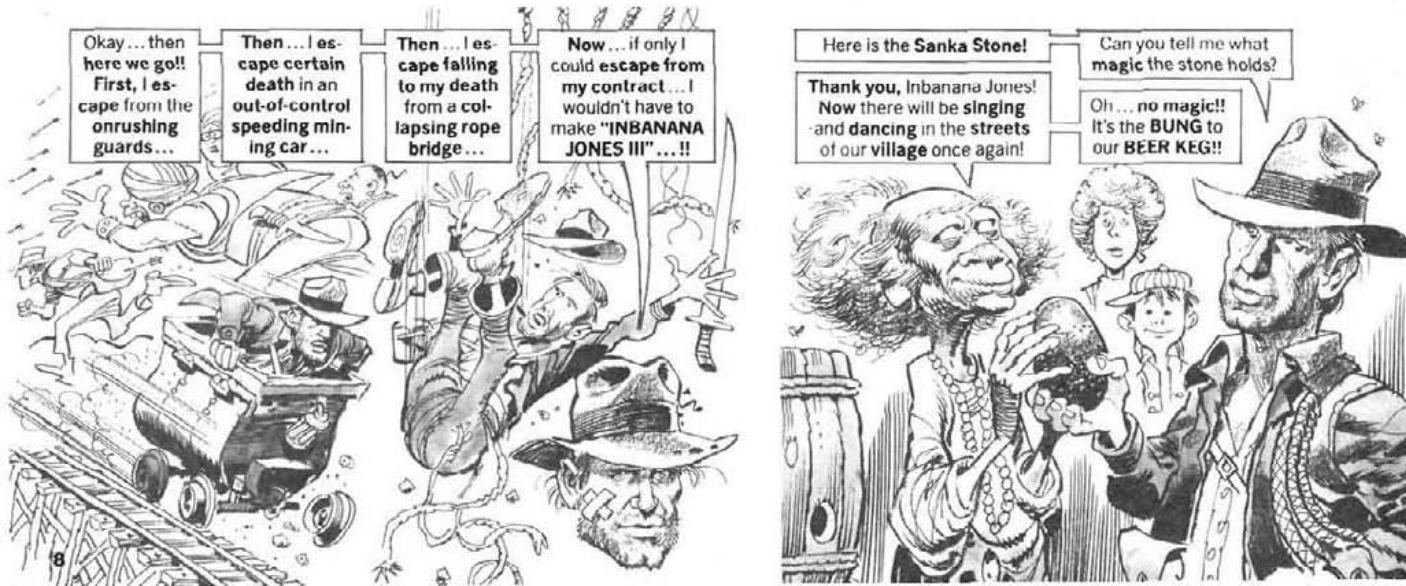
ARTIST: JACK DAVIS

WRITER: DICK DE BARTOLO









# MAD'S Modern Believe It or Nuts!

## Howard Cosell

MADE ONLY  
TWO COMMENTS  
DURING AN ENTIRE QUARTER  
OF A MONDAY NIGHT FOOTBALL  
GAME... BOTH OF THEM BRIEF,  
NON-BIASED, UNCRITICAL  
AND CONTAINING NO WORDS  
THAT ANYONE WATCHING HAD TO  
LOOK UP!



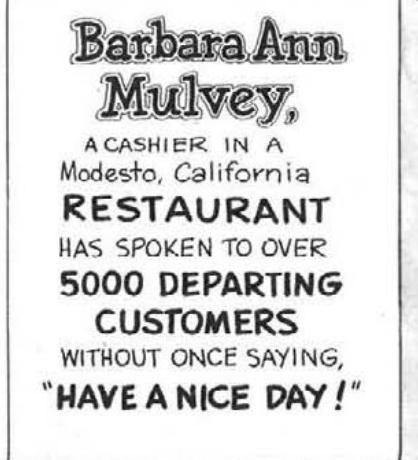
JASPER SMEED,  
A JUNIOR EXECUTIVE IN THE HOME  
OFFICES OF THE NEW YORK YANKEES  
GETS ALONG "JUST FINE" WITH  
GEORGE STEINBRENNER!



THIS BOTTLE OF  
**ASPIRIN**  
with a  
"CHILD-PROOF" CAP  
WAS ONCE  
OPENED  
IN THE MIDDLE OF  
THE NIGHT EASILY,  
QUICKLY AND WITH  
NO LOSS OF TEMPER  
By Malcom Stribling!



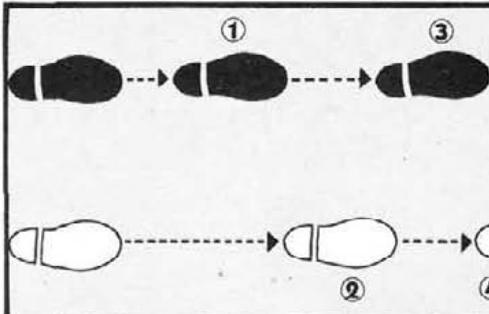
A FILM SCRIPT WITH A BELIEVABLE  
PLOT AND NO SCENES OF VIOLENCE  
WAS ONCE OPTIONED BY  
**BRIAN DE PALMA!**



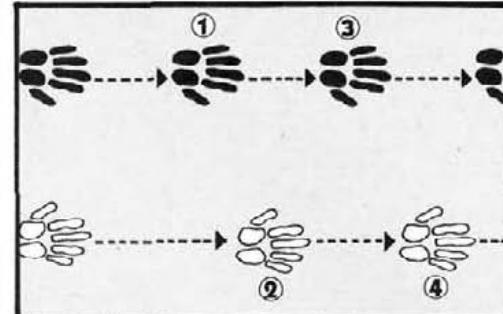
Barbara Ann  
**Mulvey,**  
A CASHIER IN A  
Modesto, California  
**RESTAURANT**  
HAS SPOKEN TO OVER  
5000 DEPARTING  
CUSTOMERS  
WITHOUT ONCE SAYING,  
"HAVE A NICE DAY!"

BY READING  
A SIMPLE  
DIAGRAMMED  
CHART, YOU  
CAN BE WELL  
ON YOUR WAY  
TO LEARNING  
A NEW DANCE  
CRAZE! AND  
IT'S EASY  
TO DO! FOR  
EXAMPLE...

This chart shows you how to simply "Walk"



This shows how to "Walk On Your Hands"



IT'S  
REALLY  
VERY  
SIMPLE  
TO DO,  
HUH...?  
OKAY—  
NOW  
LET'S  
TRY  
SOME  
DANCES!

# MAD'S EASY STEP-BY-STEP

ARTIST: AL JAFFEE



**1** START WITH YOUR SNEAKERS TOGETHER. FOR BREAK DANCING, WEARING SNEAKERS IS A "MUST"

**2** LEAP 15 FEET ACROSS THE CONCRETE PAVEMENT...AND LAND ON YOUR RIGHT HAND...

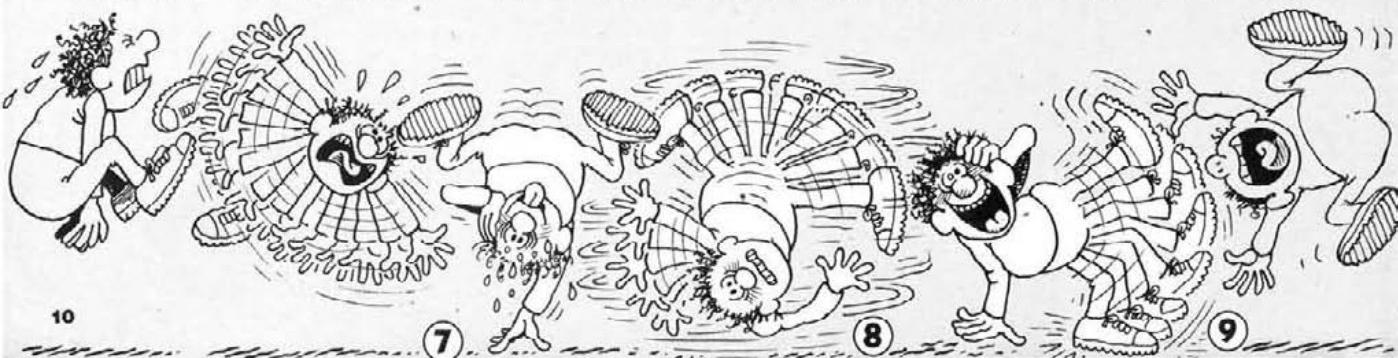
**3** NOW DO A DOUBLE BACKWARD TWISTING SOMERSAULT...AND LAND ON YOUR LEFT HAND...



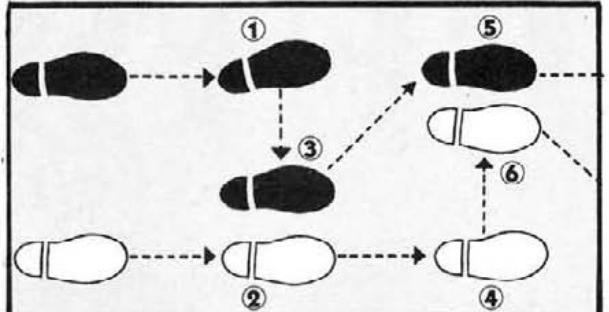
**7** NOW REPEAT STEPS 4 THRU 6, REVERSING YOUR DIRECTION TO COUNTERCLOCKWISE, ENDING UP DOING A "ONE HAND STAND"

**8** THEN DROP TO YOUR RIGHT SHOULDER WHILE CONTINUING TO SPIN, BALANCING YOUR TORSO AND FLAILING YOUR LIMP LIMBS

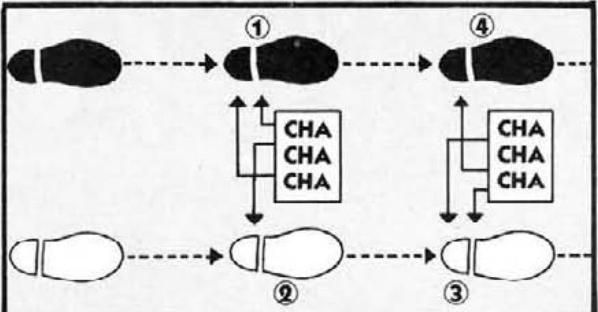
**9** IMMEDIATELY FALL INTO A FAST REVERSE RUSSIAN COSSACK FOOT SHUFFLE, USING YOUR LEFT HAND AS THE BALANCING WEDGE



This chart shows you how to do a "Waltz"



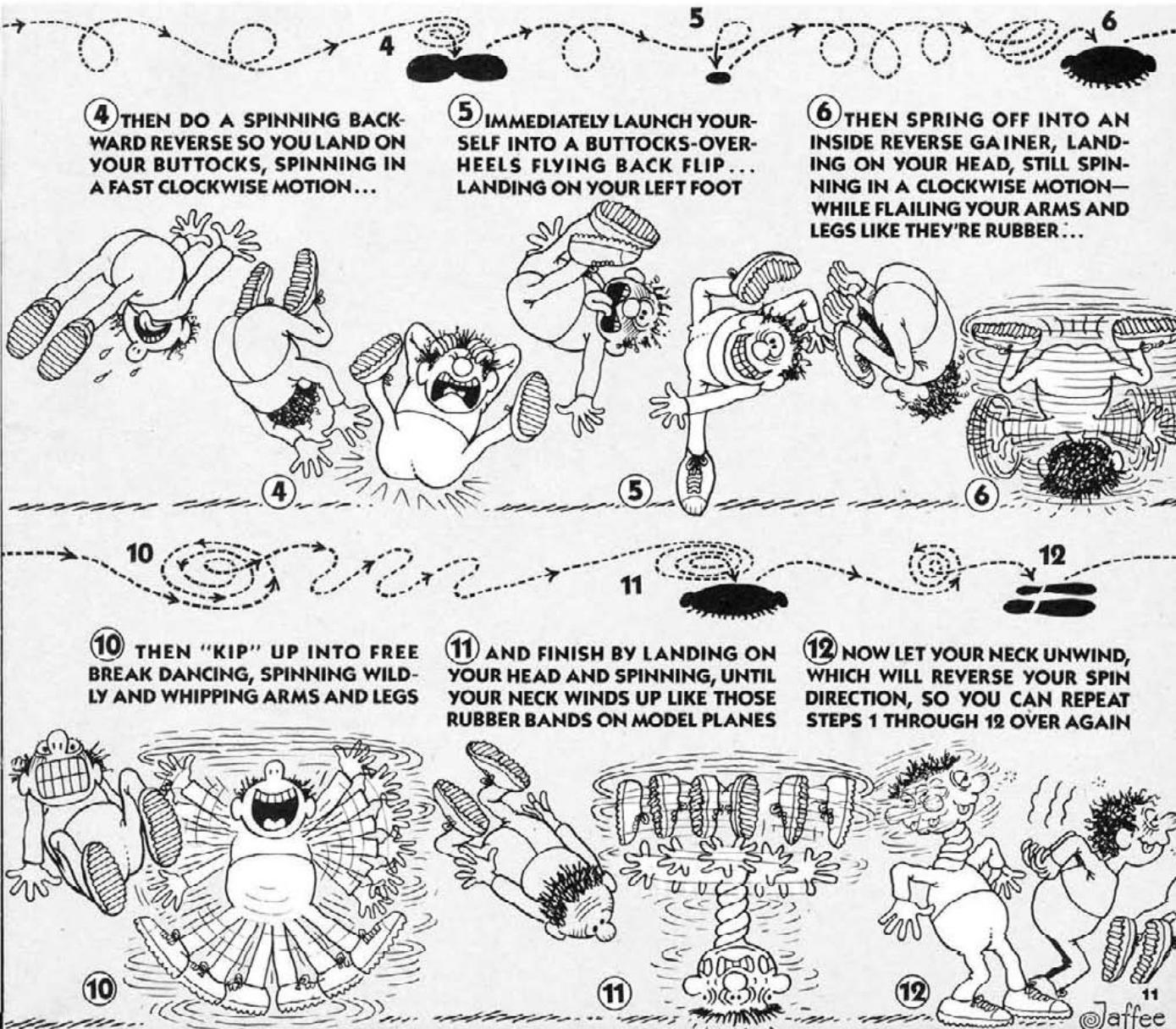
And this one shows how to do a "Cha-Cha"



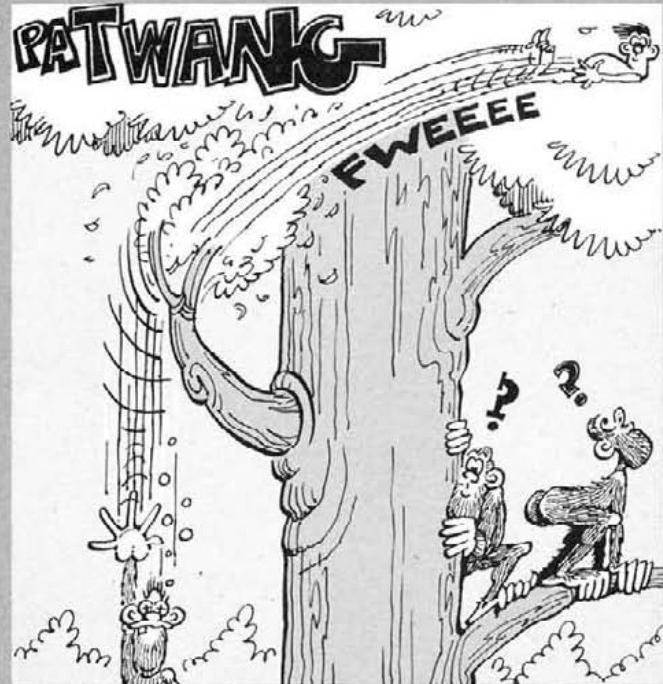
BY JOVE,  
YOU'VE  
GOT IT!  
NOW...  
LET'S  
TRY A  
CURRENT  
DANCE  
CRAZE,  
MERELY  
BY FOL-  
LOWING:

# P'BREAK DANCE" CHART

WRITER: DON EDWING

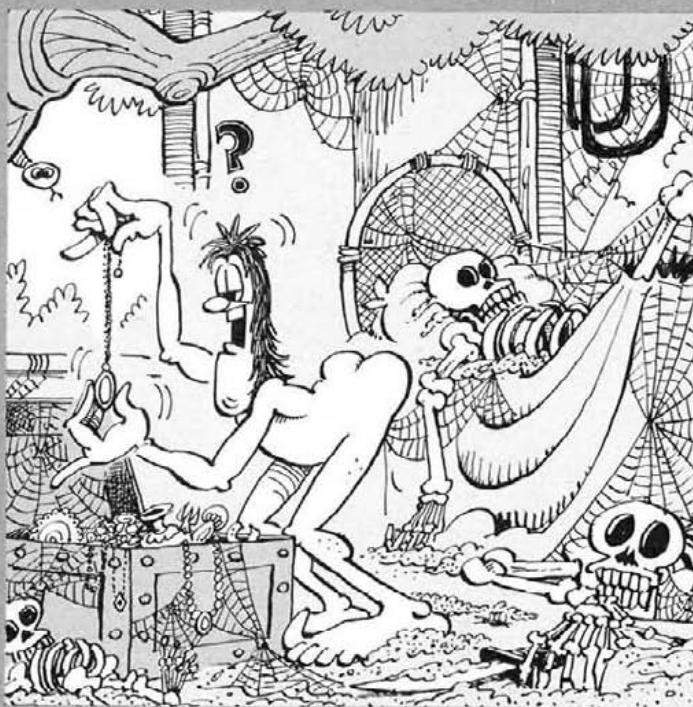


# DON MARTIN LOOKS AT... GREYS



# TOKE

## THE LEGEND OF TARZAN





The nastiest thing about the annual MAD Nasty Book is the way we keep promising our readers that each edition is the last one they'll have to endure. Later, of course, it always turns out that we lied. So it should come as no surprise that once again we have cast aside our customary good taste, warm kindness and jovial dispositions to take pot shots at a few more popular celebrities and hallowed institutions in—



# THE **MAD** **NASTY BOOK** **VOLUME FIVE**

ARTIST: HARRY NORTH

WRITER: TOM KOCH

## VIDEO GAMES



1. ... come in 173 different formats, each of which makes it fun to blow up the universe.
2. ... enable kids to develop hand-eye coordination, instead of wasting their time learning such useless skills as reading and math.
3. ... get kids off the unsafe streets at night by keeping them in unsafe video game arcades.
4. ... are actually beneficial because they tie up the family TV set so adults can't get all depressed from watching newscasts.
5. ... are especially popular with doctors because they bring in so many patients with inflamed thumb joints.

## MICHAEL JACKSON



1. ... was a boy soprano until his voice changed...and went a full octave higher.
2. ... is striving to become as rich as Howard Hughes, now that he's decided to become as eccentric as Howard Hughes.
3. ... was a member of the Jackson Five until the other four decided they'd prefer not to be seen with him.
4. ... sounds like he's doing an impression of Flip Wilson doing Flip Wilson's impression of Geraldine.
5. ... became an animal lover after he discovered that cats and dogs don't smirk at his wardrobe the way people do.

## BOWLING



1. ... should only be undertaken by those who can afford \$30 shoes, a \$50 ball and \$2000 worth of chiropractic treatments.
2. ... is the second most popular pastime in Milwaukee, just ahead of Group Yodeling but still behind Tupperware Parties.
3. ... only exists so macho guys will have an excuse to go out at night wearing purple satin shirts.
4. ... requires no particular skill for playing, but demands a degree in mathematics for scoring.
5. ... has become so popular on TV that its Nielsen rating is now higher than the Sign-Off Sermonette.

## M-T.V.



1. ... quickly makes true rock music lovers appreciate the lack of pictures on radio.
2. ... has convinced adults that television can expose their kids to even worse things than sex and violence.
3. ... spends as much on a five-minute musical production as some companies spend on equally bad full-length movies.
4. ... is the cable channel your parents pay an extra \$20 to get, and soon wish they could pay \$50 to get rid of.
5. ... offers the only entertainment on TV that your mother finds more annoying than Monday Night Football.

## BILLY MARTIN



1. ... has demonstrated how to take the greatest collection of baseball talent in America and build it into a losing team.
2. ... claims he's well liked because there are at least four Major League teams that still haven't fired him.
3. ... teamed up with George Steinbrenner after seeing how the U.S. and Russia cash in on mutual hatred and get a lot of free publicity.
4. ... may never get what he truly deserves because the Commissioner of Baseball isn't empowered to have a manager flogged.
5. ... behaves as though he's been paid off for those beer commercials with too much of the sponsor's product.

## SOCCER



1. ... is the perfect sport for uncoordinated kids because nobody else on the field appears to be doing it right either.
2. ... is considered exciting in Russia, where tractor demonstrations and waiting in line to view Lenin's corpse are also considered exciting.
3. ... holds World Cup matches only once in four years because it takes that long to repair the damage caused by riots at the last ones.
4. ... is the Number One Sport in underdeveloped countries, which is the main reason they're called "underdeveloped."
5. ... is America's only pro sport that has to give away 10,000 free tickets to get a crowd of 500 spectators.

## JESSE JACKSON



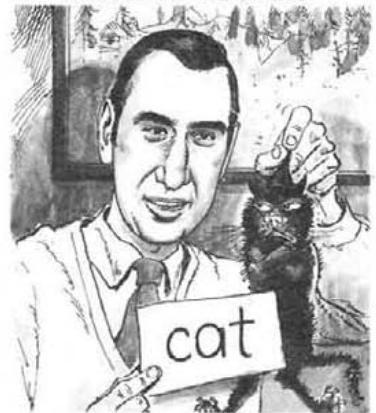
1. ... ran for President solely because he had 186 new speeches prepared that he couldn't get people to listen to otherwise.
2. ... is an ordained minister, which makes you wonder why he'd want a job recently held by the likes of Richard Nixon and Lyndon Johnson.
3. ... is sometimes confused with Reggie Jackson, because both of them talk too much and strike out too often.
4. ... can now claim one more thing he has in common with Martin Luther King: Reverend King never won a Presidential nomination either.
5. ... seems to think that his proposals will become convincing if he yells them louder.

## "SATURDAY NIGHT LIVE"



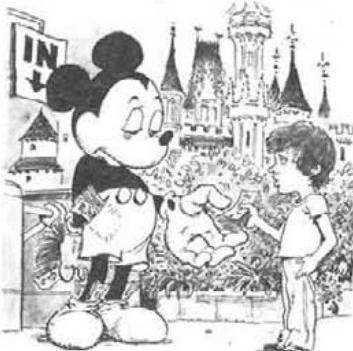
1. ... introduced something new into comedy when Eddie Murphy started laughing at his jokes BEFORE he told them.
2. ... attracts viewers who haven't heard that the talented people who used to be on the show are no longer there.
3. ... gets good ratings because its' only competition at that hour is a Frankie Avalon movie or "Great Moments in Shot-Putting."
4. ... isn't the first TV show to be in bad taste. It's just the first one to take pride in it.
5. ... gave Chevy Chase the experience he needed to go to Hollywood and start making truly rotten movies.

## MISTER ROGERS



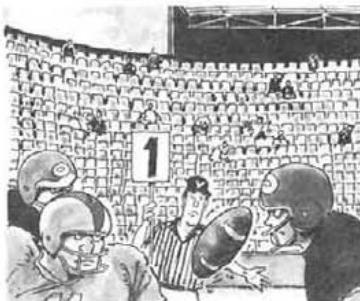
1. ... appeals to four-year-old viewers who are too dumb to keep up with the fast pace of "Sesame Street."
2. ... chose a career in TV after realizing that he didn't have a sufficiently vibrant personality to be an accountant.
3. ... may be the only celebrity in show business who buys his sweaters at K Mart.
4. ... serves as a role model for millions of toddlers, which means that we'll soon have a whole generation of wimpy.
5. ... couldn't possibly think as slow as he talks, or he'd still be trying to decide what to have for breakfast yesterday.

## THE DISNEY COMPANY



1. ...operates amusement parks where the whole family can enjoy a day of fun for slightly less than \$2000.
2. ...provides entertainment that's safe for small children, but much too sugary for adult diabetics.
3. ...makes money the old-fashioned way by teaching little kids to whine until their parents give in and buy all of its products.
4. ...established "Disney World" to prove what many have long contended: Florida is a real Mickey Mouse state.
5. ...created "Disneyland" by tearing down California's real mountains, replacing them with fake ones, and then charging admission to see them.

## THE U.S. FOOTBALL LEAGUE



1. ...is a great place for an escaped convict to hide if he wants to make sure that no one ever finds him.
2. ...may become successful if it can figure a way to have Herschel Walker appear in six different cities at the same time.
3. ...is enjoyed by fans who like to spend July afternoons watching guys in wool jerseys run around until they drop from heat prostration.
4. ...tries to compete with other sports attractions by offering the fans much better seats to watch much worse games.
5. ...provides the perfect tax write-off for any millionaire owner who wants to lose his entire fortune in one year.

## JOAN RIVERS



1. ...has a habit of saying, "Can we talk?" when she really means, "Shut up and listen!"
2. ...makes fun of all the qualities she lacks, such as dignity, good manners and a measurable bust line.
3. ...has been deemed unsuited for young audiences, which means that bad taste is okay if you only inflict it on adults.
4. ...was picked as Johnny Carson's vacation replacement to make sure that viewers will be happy to have Johnny come back.
5. ...is sometimes called the "First Lady Of Las Vegas," which creates a frightening image of what the "Second Lady" must be like.

## JAPANESE AUTO MAKERS



1. ...have computerized their engines to the point where there isn't a rural auto mechanic in the world who can repair one.
2. ...may soon have more Americans driving a Mitsubishi than there are Americans who can pronounce it.
3. ...have found a secret weapon to compete with this year's \$12,000 new Chevrolet... a \$13,000 new Honda.
4. ...omit mentioning how long it takes their cheaper models to accelerate from zero to 60, because none of them has ever gotten up to 60.
5. ...have retaliated for Hiroshima and Nagasaki by wiping out Detroit.

## HOME COMPUTERS



1. ...are valuable to any housewife who wants to keep a permanent record of her old grocery lists.
2. ...let you put data that would normally fill a filing cabinet into a machine that takes up more space than that filing cabinet.
3. ...are the only \$500 home appliances that are useless without \$3000 worth of optional accessories.
4. ...provide us with the advanced equipment we need to make the same dumb mistakes that business and government agencies have been making for years.
5. ...are manufactured by companies that may soon go broke because their computers failed to tell them they were making too many computers.

## JOHN GLENN



1. ...is best remembered as an astronaut, because no one can remember anything else about him.
2. ...is often compared to Dwight D. Eisenhower, because Ike couldn't keep his hair from falling out either.
3. ...actually made only one very short voyage in space. He just acts like a person who's been away for a long time.
4. ...may be America's most colorful political figure since Calvin Coolidge.
5. ...had a movie made about his life which 200-million dedicated Americans never went to see.

## SQUABBLING



BERG'S-EYE VIEW DEPT.

# THE LIGHT

## AUTOMOBILE REPAIRS



## ECONOMIZING



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## PETS



# PROPER NAMES



# HOBBIES



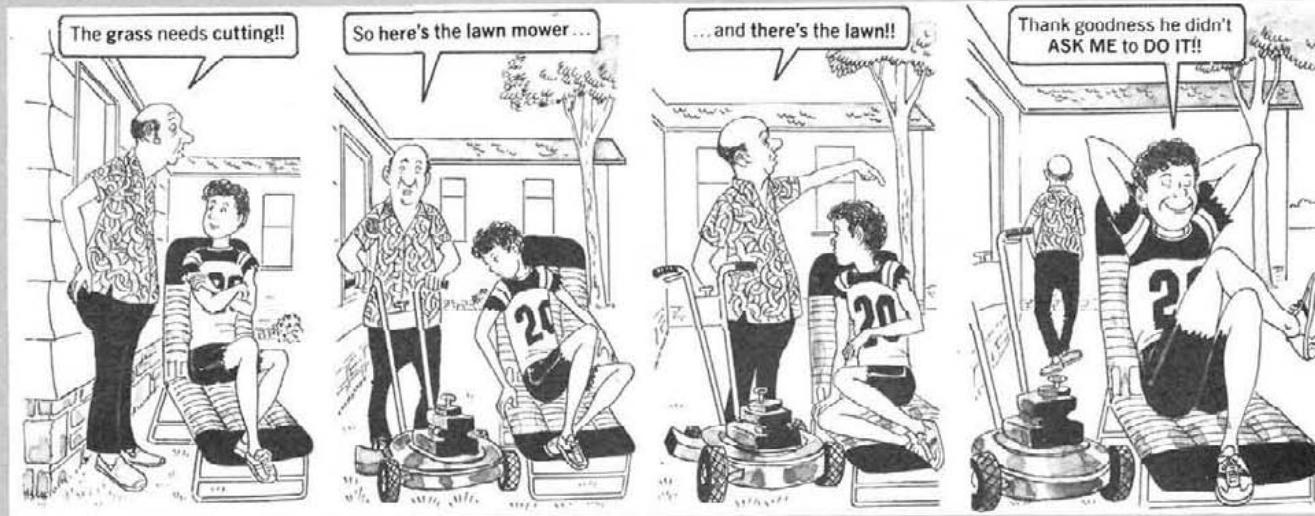
# FLORISTS



# DINING OUT



## CHORES



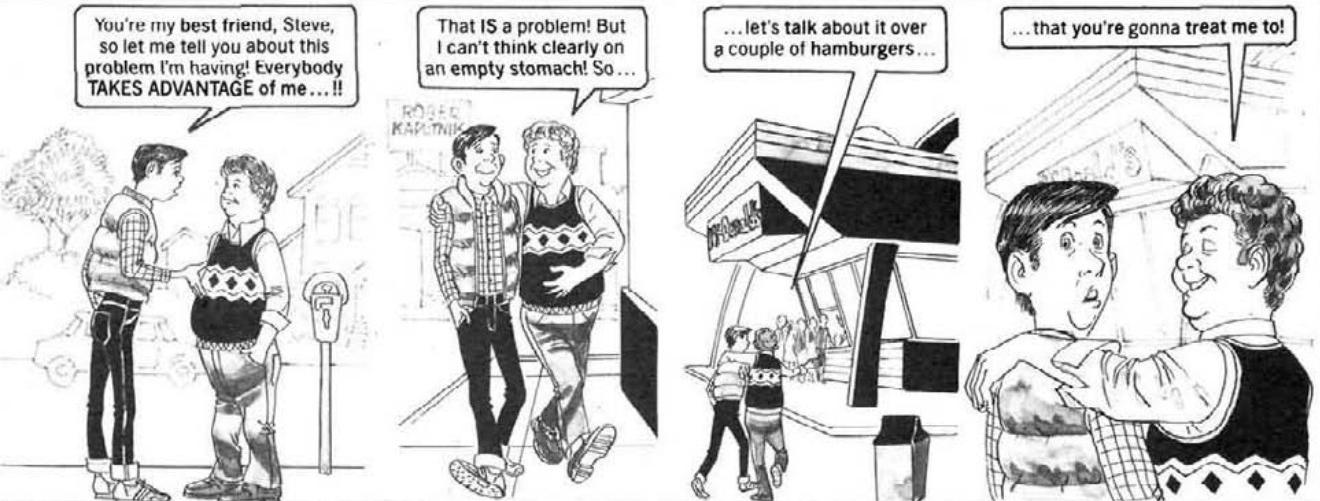
## FEAR



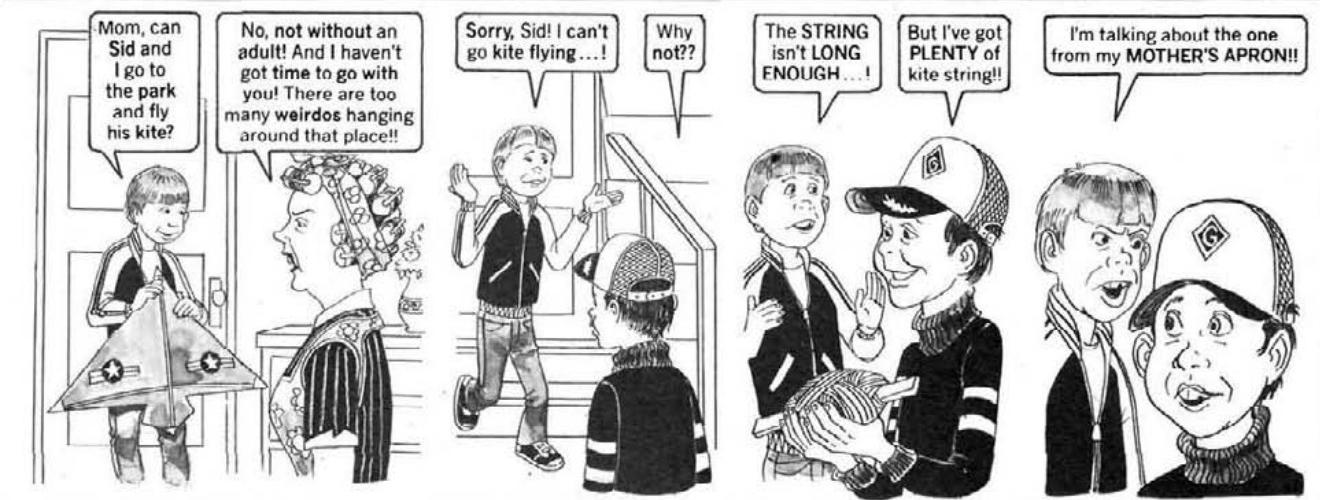
## INHERITANCES



## FRIENDSHIP



## MOTHERS



## CRITICISM



**SPOOKIING FROM PICTURES DEPT.**

Hey, gang! Here's a twist on MAD's nutty "Cliché Monster" game! Namely, take any familiar "Sports" phrase or "Sports expression, give it an eerie, gothic setting so you create a disgusting new horror creature, and you're playing at

# HORRIFYING SPORTS CLICHES

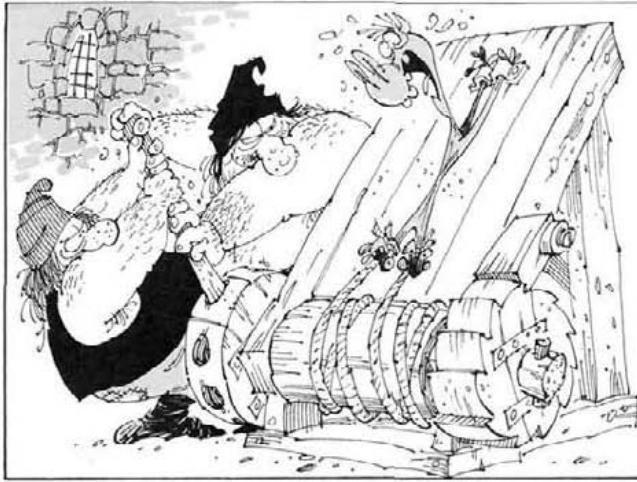
ARTIST: PAUL COKER

WRITER: FRANK JACOBS

Advancing On A WILD PITCH



Stretching A SINGLE



Sinking A PUTT



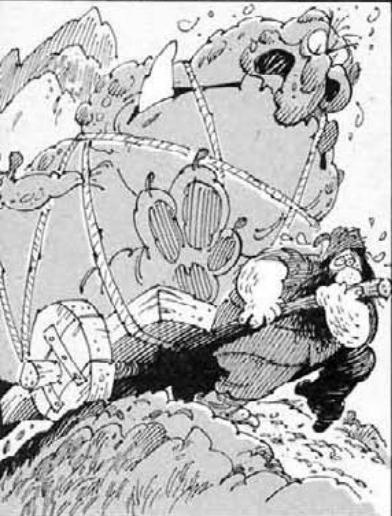
Sitting On A LEAD



Returning A SERVE



Pulling An UPSET



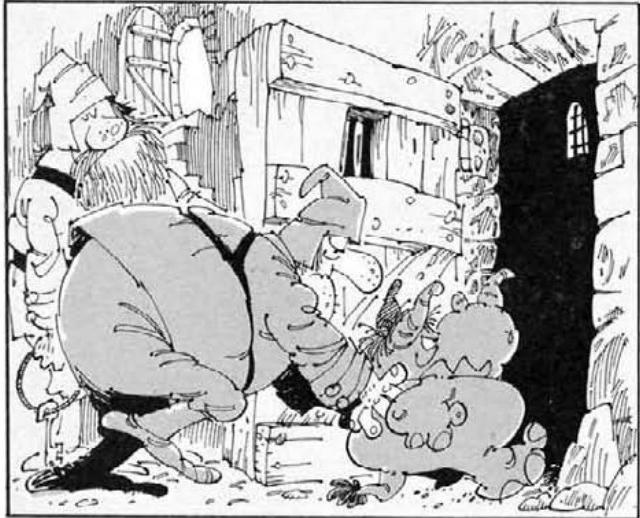
Dragging A BUNT



Missing A TACKLE



Putting Away A SHORT LOB



Nailing A TIGHT END



Icing A PUCK



Stealing a BASE



Committing An ERROR



Covering A WIDE RECEIVER



Getting Wind Of A TRADE



Stabbing A LINER



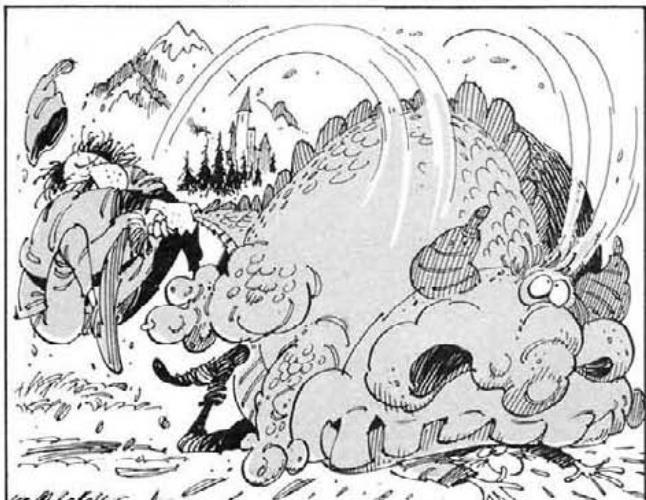
Drawing A FOUL



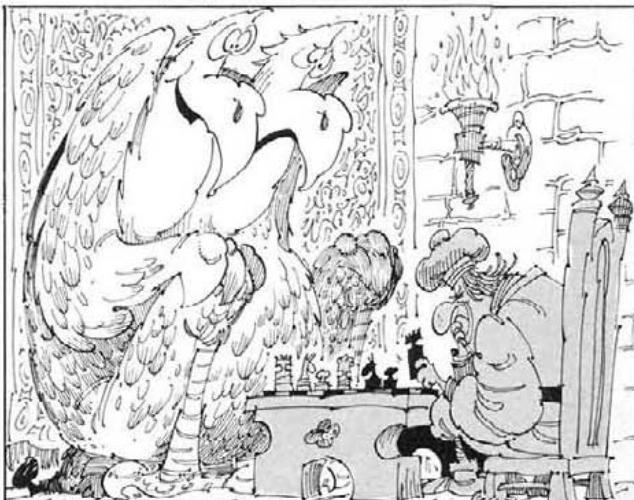
Slicing A DRIVE



Getting Hit With A PENALTY



Playing a DOUBLEHEADER



AD CAMPAIGN RELIEVERS DEPT.

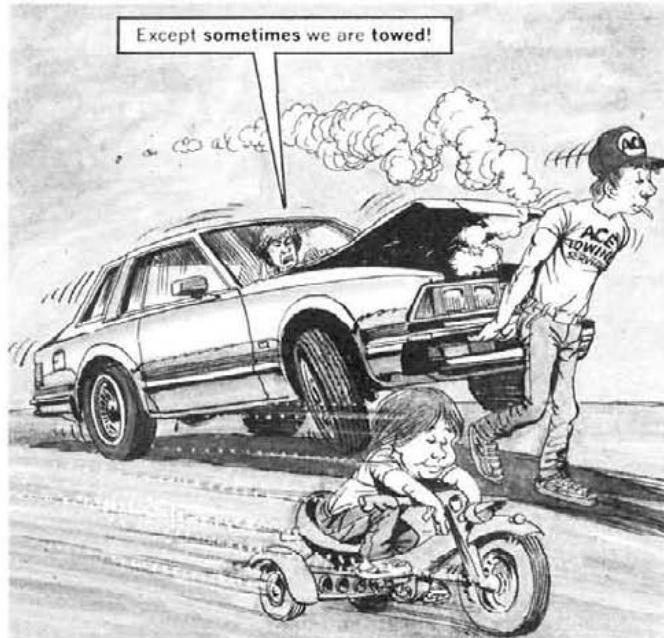
# A MAD LOOK AT SOME FAMOUS ADVERTISING



"AT MOBIL, WE'RE WORKING TO  
CREATE A BETTER WAY OF LIFE!"



"GO DATSUN! WE ARE DRIVEN!"



"ALL-STATE INSURANCE—  
THE GOOD HANDS PEOPLE!"



"THINGS GO BETTER WITH COKE!"

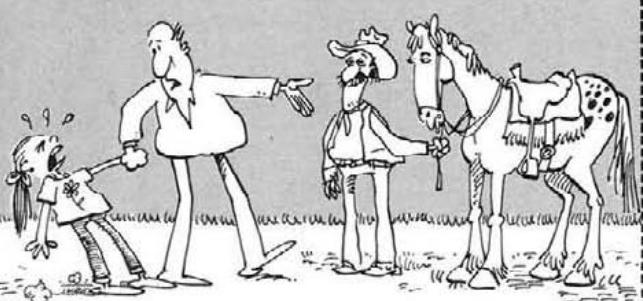


# BIG SLOGANS

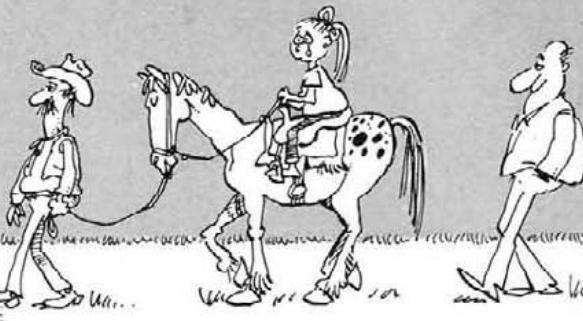
# A MAD LOOK AT



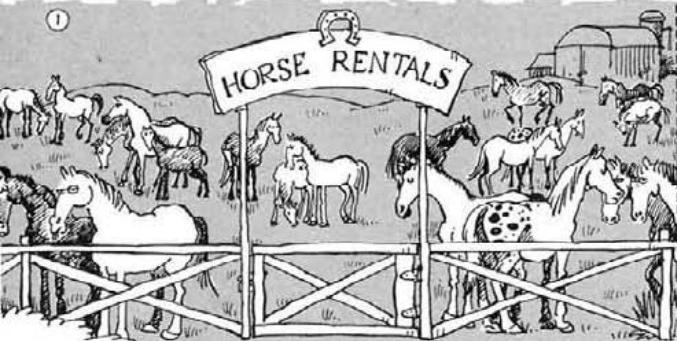
①



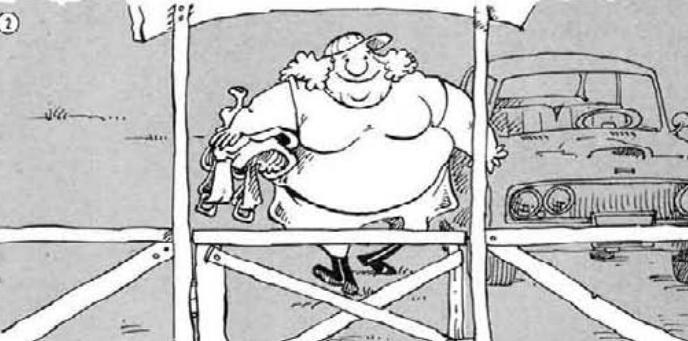
②



①



②



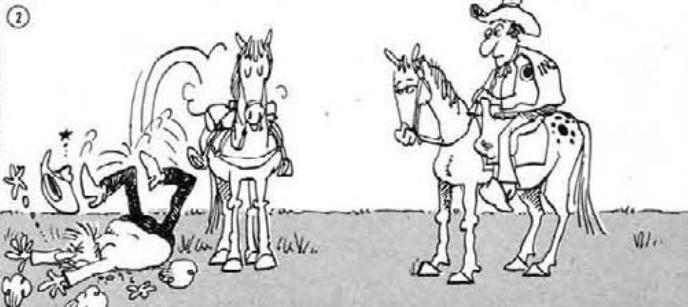
①



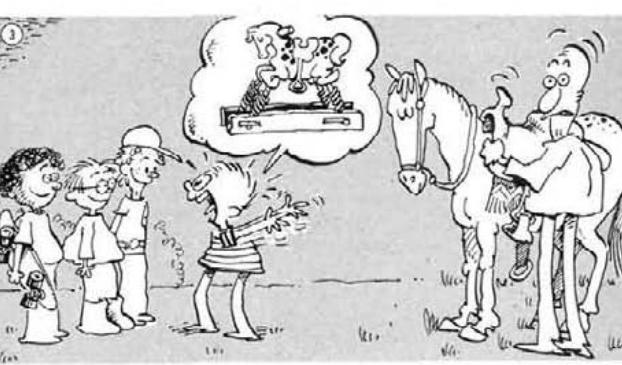
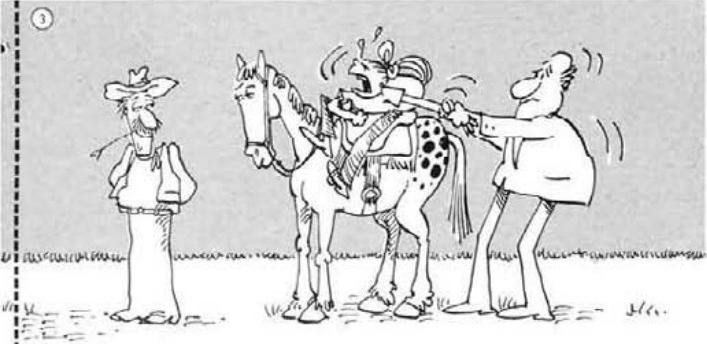
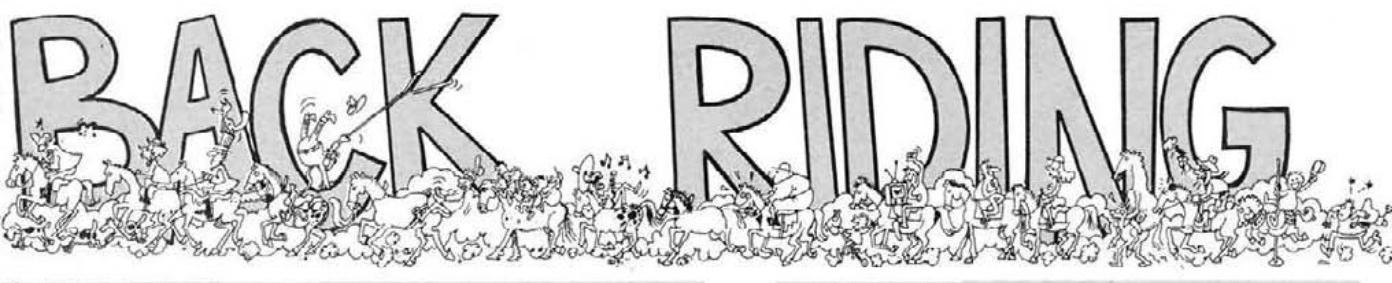
①



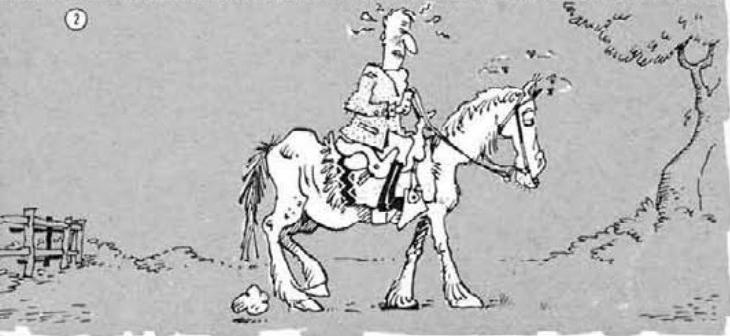
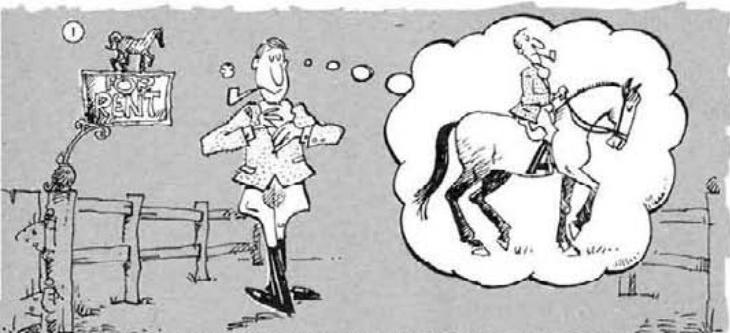
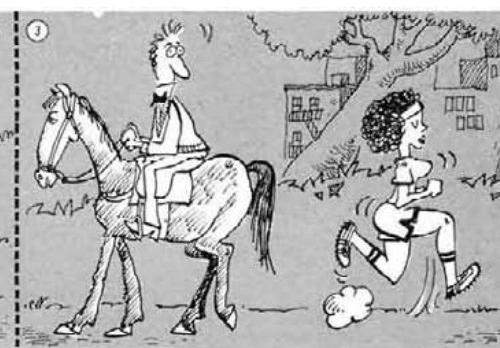
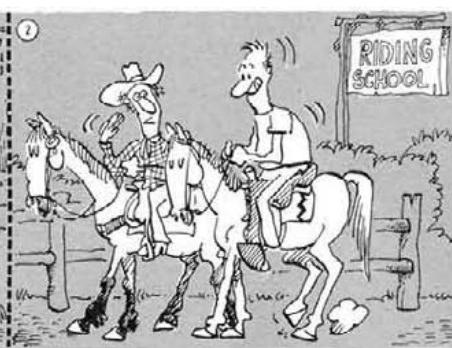
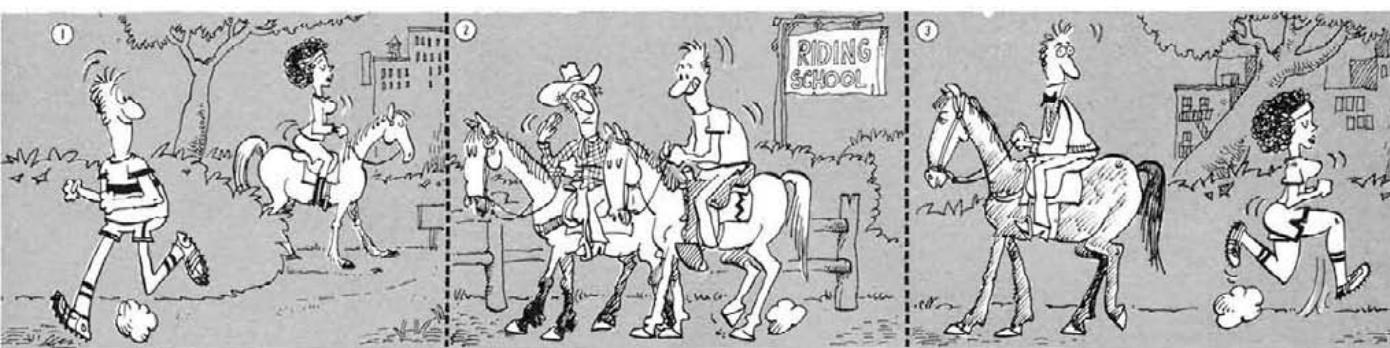
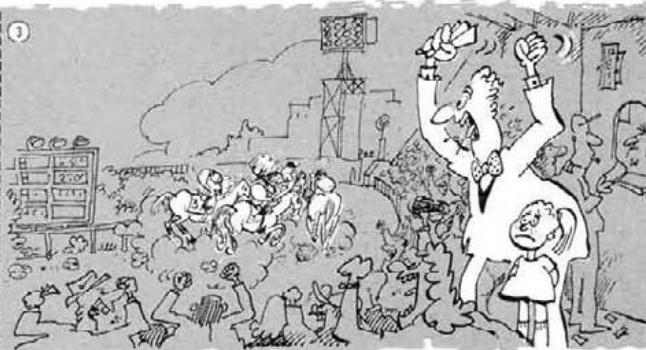
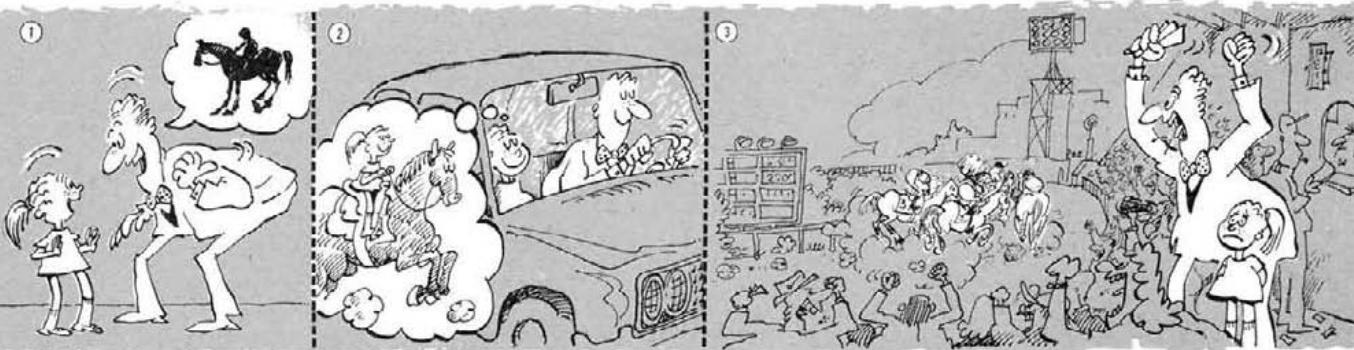
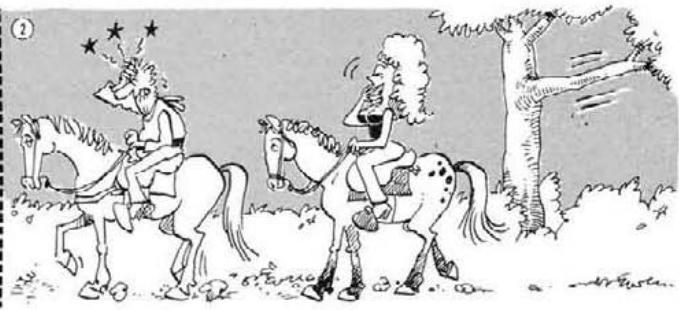
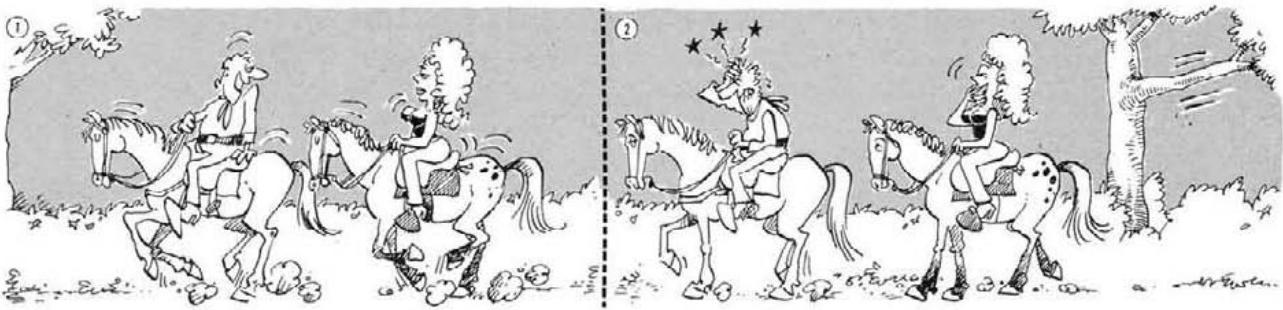
②



# BACK RIDING

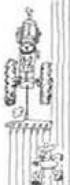


WRITER AND ARTIST: SERGIO ARAGONES



HERE'S MOM IN YOUR SPY DEPT.

Hey, Gang! Worried about Our National Security? Lost your faith in the CIA? Well, you don't have to worry any more! Because a popular TV Series tells us that, in addition to the CIA, we have "The Agency"! Unfortunately, when you watch this TV series closely, you quickly go back to worrying! Because The Agency seems to need help every week! And for this help, they enlist the aid of an ordinary housewife, who works with one of their bumbling agents! We're talking, of course, about...



# SCAREDCROW and-Mrs. Kling

WRITER: DICK DE BARTOLO

ARTIST: ANGELO TORRES

Hello! My name is Amender Kling, and I'm your typical housewife! I wash, cook, clean—and catch spies! Okay, you're right! I'm NOT your typical housewife! I don't watch the "Soaps"!

I'm Scaredcrow! I work for "The Agency"! We're supposed to be like the CIA, but there's a big difference! Despite OUR blunders and inefficiencies, everything always comes out right in the end! And you gotta admit, that's a big difference!

I'm Amender's Mom! I have no idea my daughter works as a part-time undercover agent! But some things DO make me suspicious! Like, the last time she went out on a date, I warned her to use "protection"...so she wore her bullet-proof bra, and took a machine gun!

I'm Scaredcrow's Boss! People say I'm narrow-minded...because each week, we need a regular civilian to help us out in our Agency work...and out of 220 million Americans, Amender is the ONLY CIVILIAN I can ever think of!

You know the old cliche expression, "Children should be seen and not heard!"? Well, on this show, we're rarely seen OR heard!

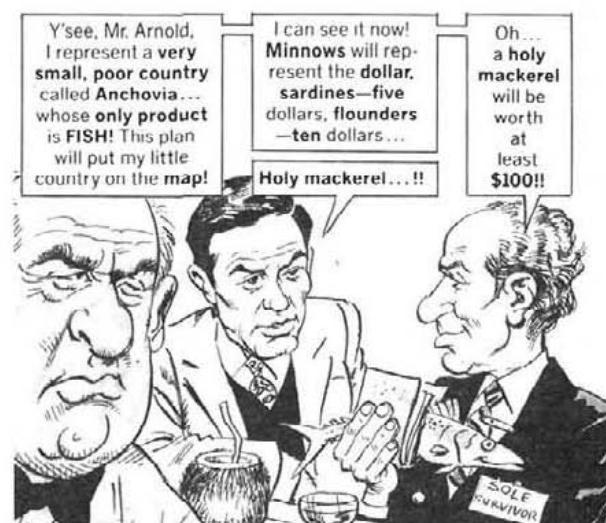
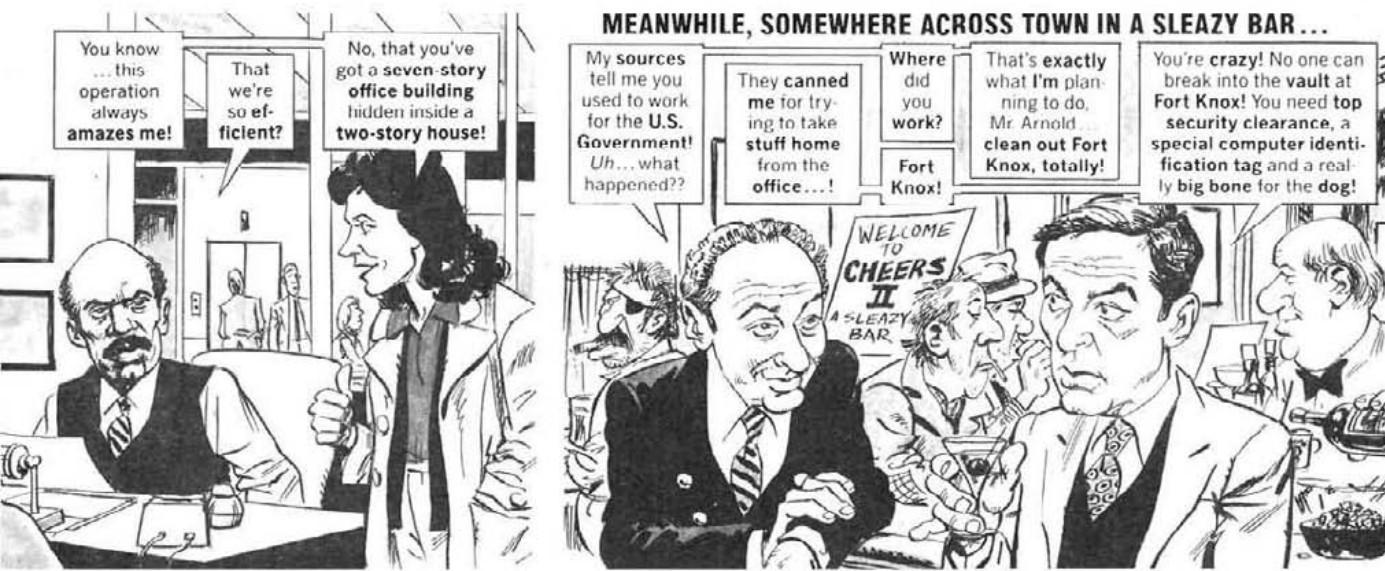
Yeah! We get two—maybe three lines of dialog a week, TOPS!

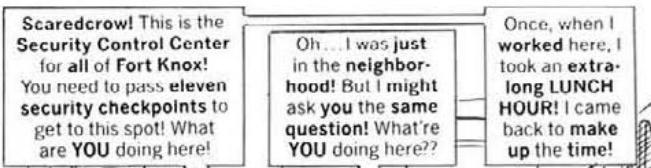
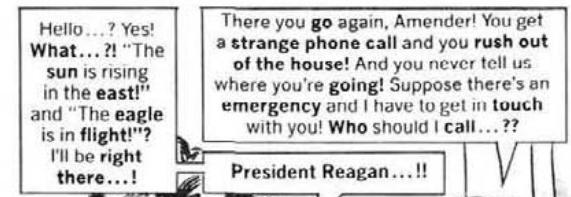
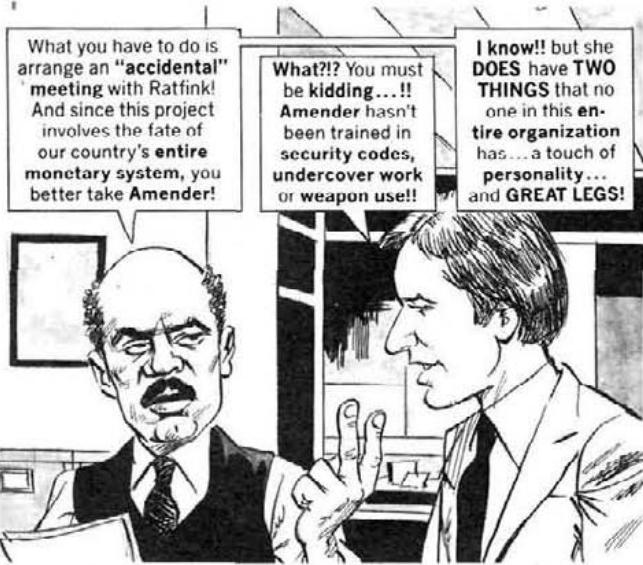




I know I can't go in and see Scared-crow without saying the password, but I never can remember the darn thing! I'm such a SCATTERBRAIN!

Go right in, Mrs. Kling! We made the password "SCATTER-brain" in your honor!





C'mon! Knock off the nonsense! You were opening that vault door leading to our national gold supply when we walked in!

You're dreaming. Scaredcrow! This door is protected with 15 vibration detectors and a tinkle bell...!!

You WERE TOO opening that vault! I was here earlier, and I put a little piece of Scotch Tape between the door and the jam...and it's been pulled loose!!

Gi'me a break, Amender! There's four million dollars worth of detection equipment here... and you can prove he was opening the vault door because of a penny's worth of Scotch Tape???

Partly! I also put face powder on the vault door handle, and Ratfink has it all over his fingers!

Okay!! NOW you're talking sophisticated detection!!





Scaredcrow has been locked in the vault at Fort Knox... and I'm being held as a hostage by Ratfink!

Uh—do you know where, Amender?  
Of course! Here ... in a ROOM!

You're going to have to give us just a bit more help than that, Amender! We're good—but not THAT good!

Can you see anything out the window?

No! There's absolutely nothing out there except water ... and some ships!

You're on the WATERFRONT!  
Wow! You guys ARE good!

This is your operator! Sorry ... but your time is up—because your dime has melted!



Gee! How did you find me so fast?

You said it smelled FISHY! In Washington, D.C., that narrows it down to four places: the White House... the Justice Department... Congress... or the Anchovia Fish Importing Company!!!

And since the White House, the Justice Department and Congress aren't on any water—we came here!

Do you think the real CIA would've found me so fast?

Nahhhh! They'd still be arguing over which Department should go looking for you!!

By the way, I captured Ratfink for you! He came back, and I lassoed him!

I sculpted it out of ice!! When I said I won the PTA Ice Sculpture Contest, I wasn't kidding!



# MAD'S X-RATED CELEBRITY TRIVIA QUIZ

**Fill In The Blanks. Answers Below.**

1. Despite his fame as a lover, Burt Reynolds suffers from premature \_\_\_\_\_.
2. On their wedding night, Prince Charles and Lady Diana \_\_\_\_\_ seven times.
3. Everybody knows that Bette Midler's \_\_\_\_\_ are not as large as Dolly Parton's.
4. If Gloria Steinem had her way, convicted rapists would have their \_\_\_\_\_ cut off.
5. Most people think Warren Beatty is a \_\_\_\_\_ maniac, but the truth is he doesn't \_\_\_\_\_ more than once a month.
6. Henry Kissinger loved to \_\_\_\_\_ all the Hollywood starlets he used to go out with before he was married.
7. Although Truman Capote frankly confesses to being one, Gore Vidal has never openly admitted he's a \_\_\_\_\_.
8. Brooke Shields still winces when she thinks of all the men leering at that nude baby picture of her in the bathtub with her \_\_\_\_\_ sticking out of the water.
9. Despite her libel suit victory over *The National Enquirer*, which called her a lush, Carol Burnett actually is a confirmed \_\_\_\_\_ who attends \_\_\_\_\_ meetings.
10. Nancy Reagan likes to have \_\_\_\_\_ with the President at least once a week.
11. While in the Navy during World War II, Don Rickles got a case of \_\_\_\_\_ from a Hawaiian girl.
12. It was a well-publicized fact that ex-President Jimmy Carter developed hemorrhoids in his \_\_\_\_\_.
13. Insiders agree that Milton Berle has the biggest \_\_\_\_\_ in Show Business.
14. Lenny Bruce was the first to admit on stage that eating beans made him \_\_\_\_\_ all night long.
15. Intimates swear that Robert Redford is a closet \_\_\_\_\_.

If you came up with any other answers than these, you've got an X-RATED mind! 1. baldness 2. danced 3. film grosses 4. paroles 5. health, exercise 6. impress 7. mystery story lover 8. rubber duck 9. parent, PTA 10. tea 11. champagne 12. term of office 13. ego 14. nauseous 15. re-arranger

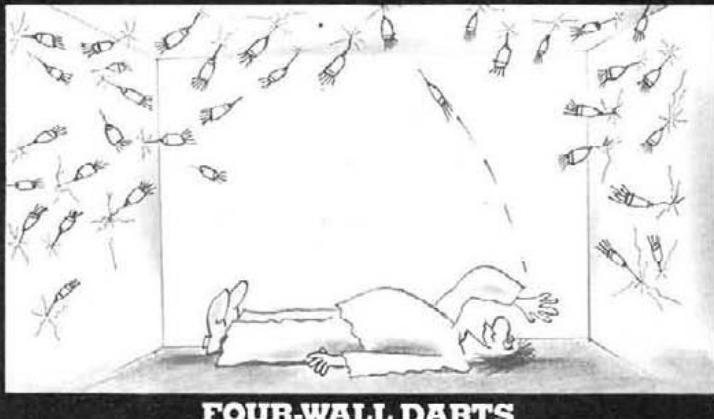


YUKS FOR CLUCKS DEPT.

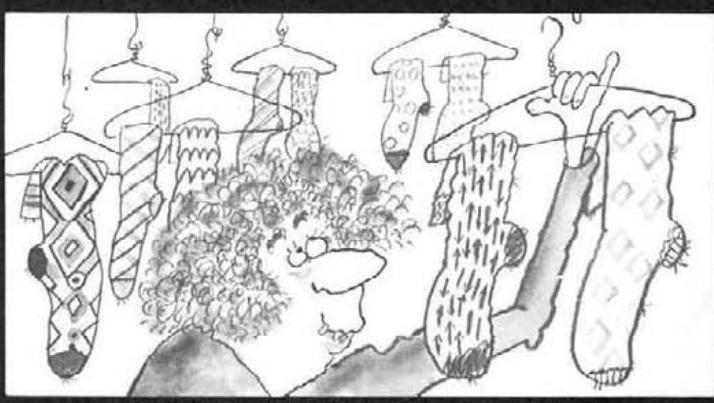
# SIMPLE GAMES FOR THE SCHOOL



TWO-COLOR RUBIK CUBES



FOUR-WALL DARTS



SINGLE SOCK COLLECTING



TOENAIL SPLATTER PAINTING



MOSQUITO SPOTTING

# AND PASTIMES OL DROP-OUT

WRITER AND ARTIST: PAUL PETER PORGES



BASIC WORD PROCESSING



STYROFOAM PACKAGING RESTORING



BEAN BAG PING PONG



SLAM-DUNK SNACKING



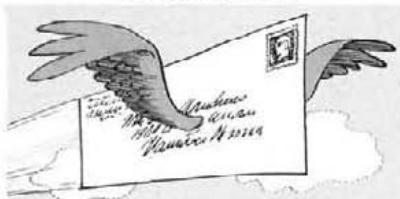
ONE-CARD MONTE

SMILES PER HOUR DEPT.

FIRST, THERE WAS "THE MAD STOPWATCH." THEN, "THE MAD THERMOMETER." NOW...

# THE MAD SP

**419 MPH**



...is the speed the Post Office zips your letter across the country. (Too bad it was only going across town!)

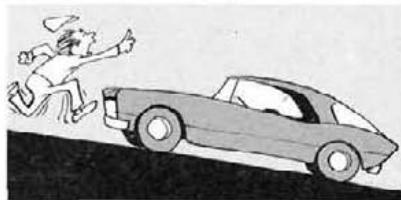


**14.2 MPH**



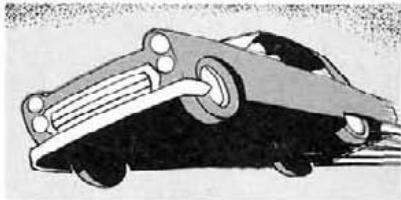
...is how much faster you bop down the street plugged into your Walkman.

**17.3 MPH**



...is the average speed of a Ford Pinto that's supposed to be in "park."

**127 MPH**



...is the average speed of any car appearing in "The Dukes Of Hazzard."

**47.2 MPH**



...is the speed an unpopped kernel of corn travels from your mouth to the theater floor after being spit.

**100 MPH**



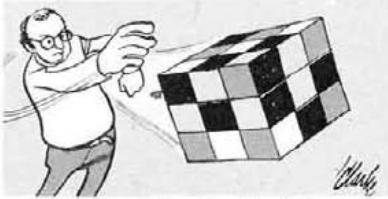
...is the speed that TV's and Video Recorders are rolling off Japanese assembly lines for shipment to the U.S.

**59.9 MPH**



...is the minimum speed you're driving when the person giving directions suddenly tells you to "TURN HERE!!"

**76.9 MPH**



...is the speed a frustrated person hurls a Rubik's Cube across the room.

**.6 MPH**



...is the speed at which a raw clam you swallow slithers down your throat.

**19.9 MPH**



...is the average speed of a Moonie who's running after you in an airport.

DUE TO AN UNPRECEDENTED DEMAND (FROM THE AUTHOR), WE RELUCTANTLY PRESENT:

# SEEDOMETER



**6.8 MPH**



...is the speed at which the aroma of your belch wafts across the room.

**113 MPH**



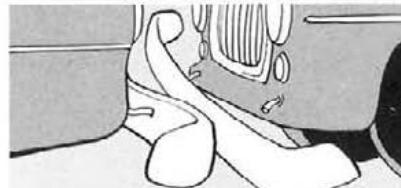
...is the speed that a subscription renewal card travels as it flies out of a magazine the moment you open it.

**20.5 MPH**



...is the speed at which a hot dog shoots out the other end of the roll.

**1.4 MPH**



...is the speed American car bumpers can touch with no damage to either car.

**12.9 MPH**



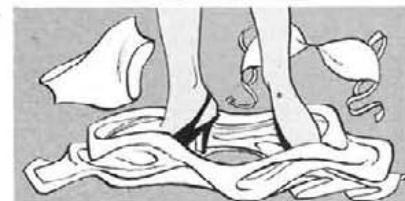
...is how much faster the average couple drives back home after driving downtown to see an X-rated movie.

**.675 MPH**



...is the speed at which your socks inch their way down to your ankles.

**19.5 MPH**



...is the speed at which Bo Derek's clothes drop to the floor...regardless of what kind of movie she's in.

**96.3 MPH**



...is the average speed a parking attendant drives your brand new car.

**.07 MPH**



...is the average speed at which a typical gas station attendant walks back to your car with your change.

**.675 MPH**



...is the speed at which your jockey shorts inch their way up your crotch.

FISH SCHTICK DEPT.

LAST YEAR  
... IT WAS  
JENNIFER  
BEALS ON  
LAND! THIS  
YEAR...  
IT'S DARYL  
HANNAH UNDER  
WATER IN...

# Splash

Gee, I'm sorry, Mr. McGilla! There was some bad weather up-state, and all I've got is one hundred cases of crushed, rotten, slimy cherries at twenty-six cents a pound...!

Are you CRAZY, Bowser?! Have you gone Bocci balls?! What would I want with one hundred cases of crushed rotten, slimy cherries...??!

Okay... then how about TWO hundred cases at SIXTEEN cents a pound?!!?

DEAL!! I can pass them off to my customers as "slightly irregular" plums!

That's Alvin Bowser, the most likeable, charming, vulnerable young man this crazy Fruit and Vegetable Industry has seen since The Jolly Green Giant!!

A Fruit and Vegetable Man, eh?  
Well... I see the FRUIT, but I don't see a single vegetable!

Oh, no?! Well, there's one now!! Alvin's brother, Ferdie!



# dance



Hey, I'm PUBLISHED!  
They printed my letter in "Penthouse"!  
Here, Alvin! Read It!

But it's great publicity! I  
plugged our produce business!

It was the highlight of my letter! I mentioned the week-end I spent in a motel with a crate of CASABA MELONS!

Not now, Ferdie! I'm busy with a customer!

Our produce business?? How?

Ferdie!  
What in heck are you doing?!

Making a dull wedding a little LESS DULL!

You've been looking up girl's dresses since you were a little boy! You haven't changed!!

Yeah! and thank God, neither have the GIRLS!!



WRITER: ARNIE KOGAN

ARTIST: MORT DRUCKER

Come on!! You're gonna get caught!

No chance! These days, they think I'm BREAK DANCING!



What's the matter, Alvin?  
Are you depressed?

Me?! Nahhh!  
I always bury my face in a bowl of pretzels!!

Hey... cheer up!  
I got us TWO BIMBOS!!

I know!  
I SAW your bimbos, Ferdie!

So... ??  
So THAT's why I'm depressed!!



I'm miserable.  
Ferdie! I'm fed up with  
this New York Singles Scene!

Take it easy, kid! You're just  
upset because you broke up with  
your girl! Remember, there are  
plenty of other fish in the sea!

That's IT!!  
Thanks for the  
advice!

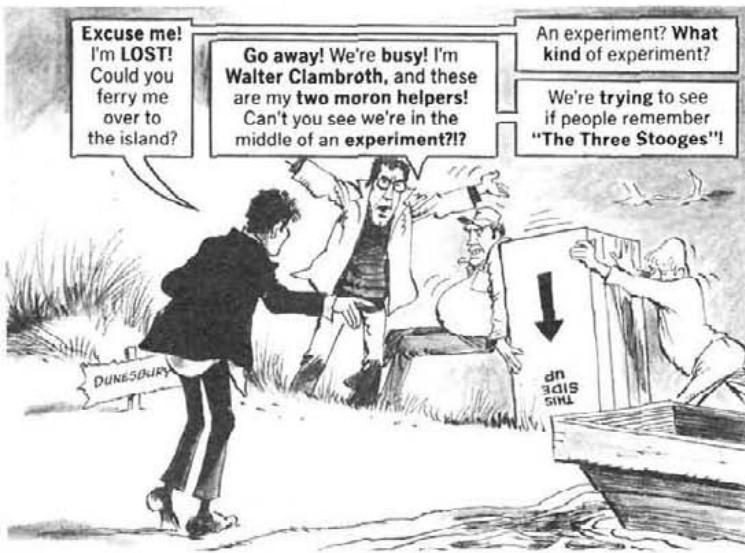
Hey!!  
Where  
are  
you  
going?

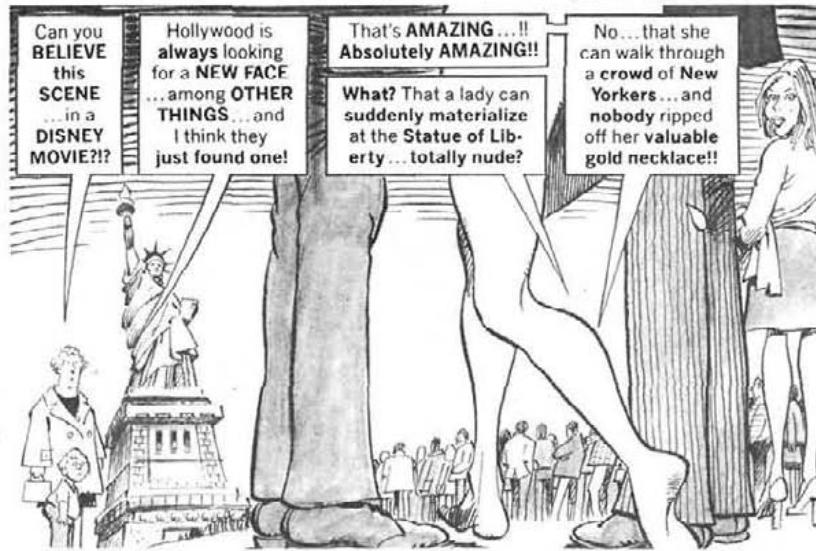
To CAPE  
COD....!!

I'm not sure...! Something about  
"plenty of other fish in the sea"!

Huh? Why  
Cape Cod??

Schmuck...!! It's only  
an EXPRESSION....!!





Hello, Alvin!  
I find that  
your TV is  
very educational!

You can TALK?!!

Yes! Colgate is a great-tasting gel!  
Pepsi is less filling! Don't squeeze the Charmin! And now, here's your host, Burt Convy!!

Hon, it's been a rough day! Let's go back to my place!

Not tonight! I feel lousy, listless and out-of-sorts!

Look, FORGET TV! We'll just relax in bed, and—

I PITY THE POOR FOOL WHO TRIES TO GET ME INTO THE SACK!!

Ooops! Sounds like she watched "MR T", too!!

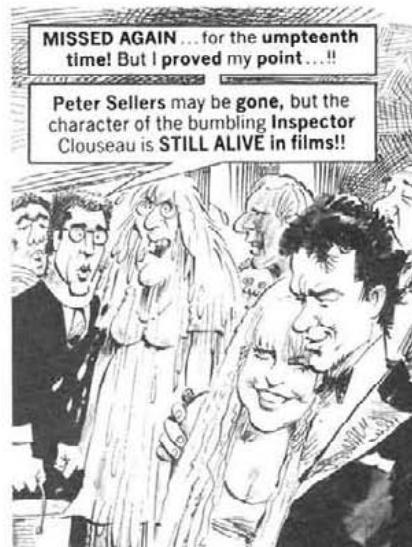
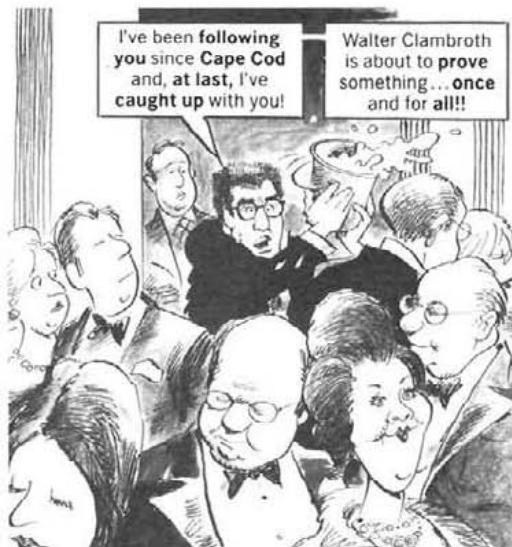
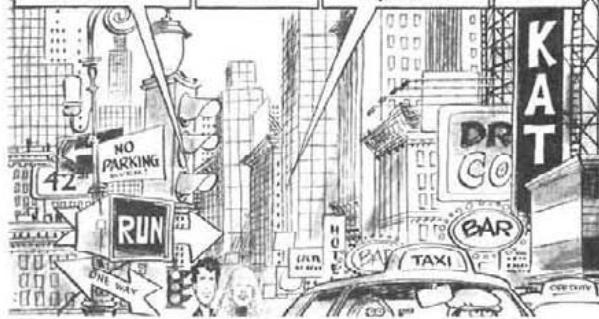
I just can't believe it!! You mastered English by spending a few hours in Bloomingdale's Television Department?!!

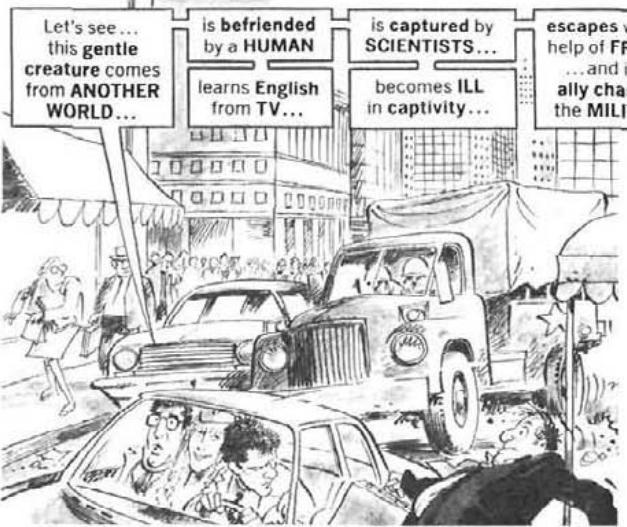
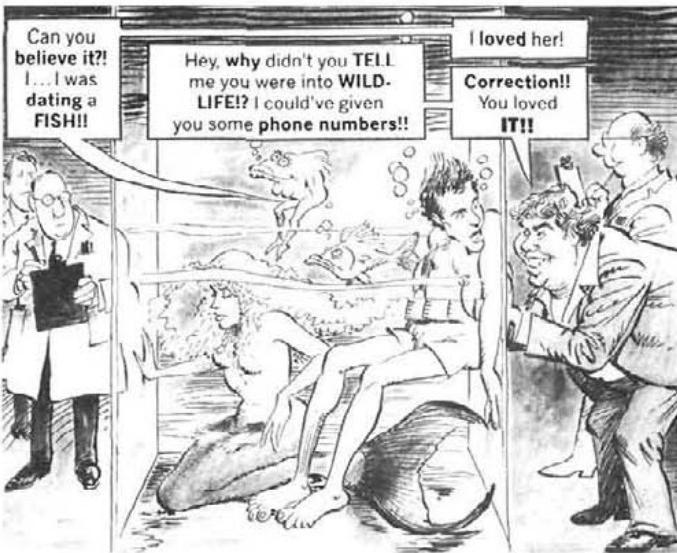
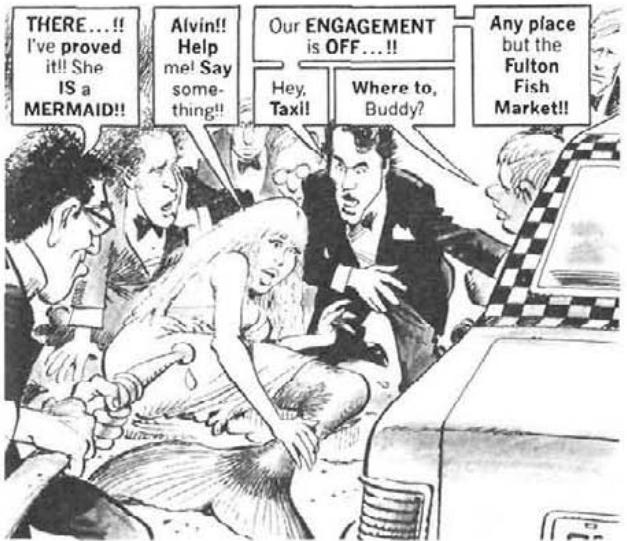
Yes... but one thing puzzles me! Who is this "SONY"?!

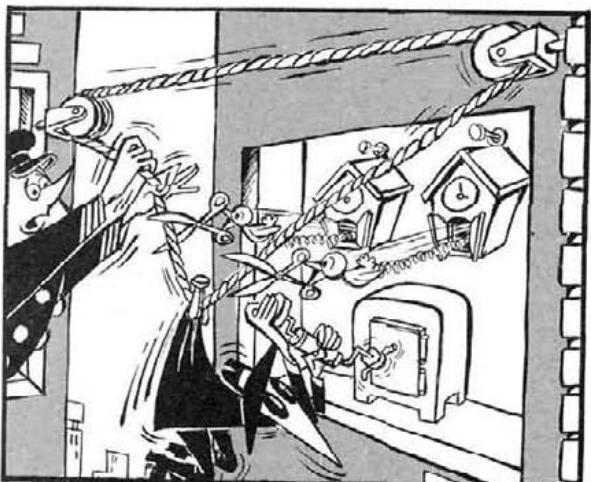
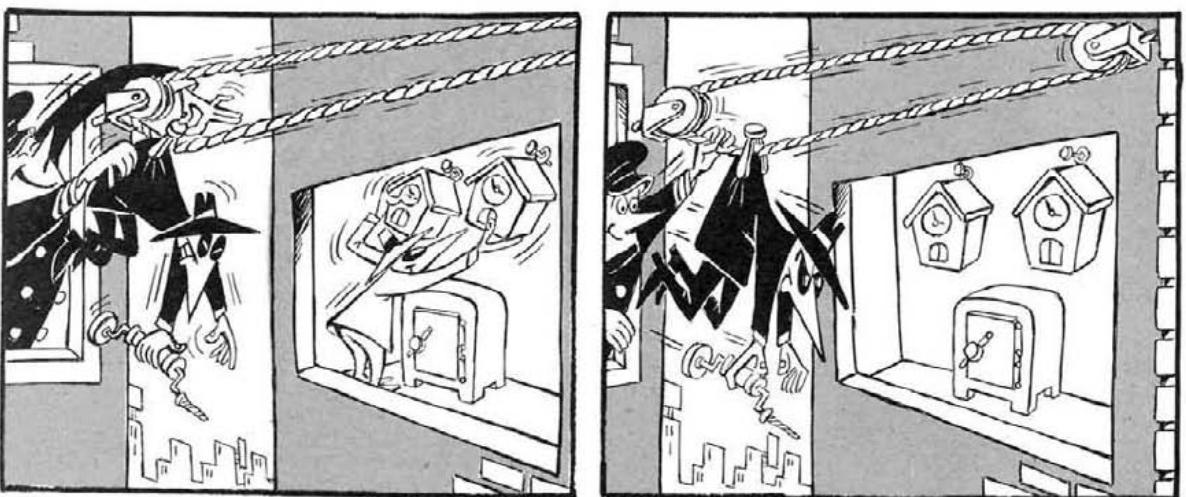
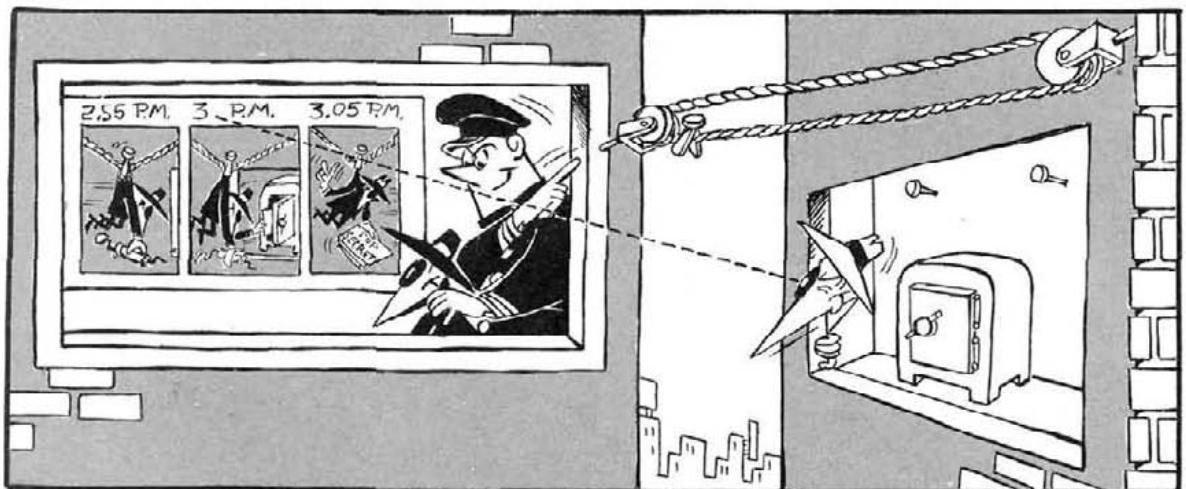
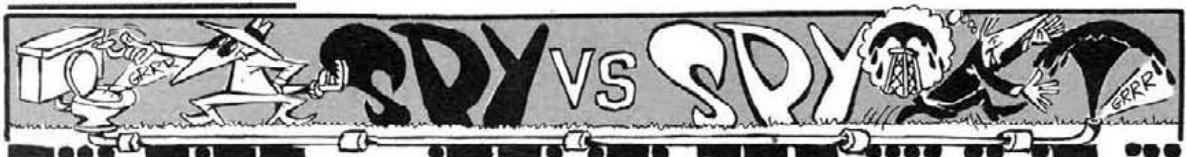
That's the name of a Japanese TV manufacturer!

Oh...some of my best friends were Japanese!!

WERE?  
Yes!  
Most of them are now SUSHI!!







**WHAT  
BIZARRE NEW  
EPIDEMIC IS  
THREATENING  
TO FILL OUR  
HOSPITALS?**

HERE WE GO WITH ANOTHER RIDICULOUS  
**MAD FOLD-IN**

EVERY NOW AND AGAIN, OUT OF NOWHERE, A STRANGE NEW PLAGUE SEEMS TO DESCEND UPON US. TO DISCOVER WHAT THE LATEST ONE IS, FOLD IN THE PAGE AS SHOWN AT RIGHT.

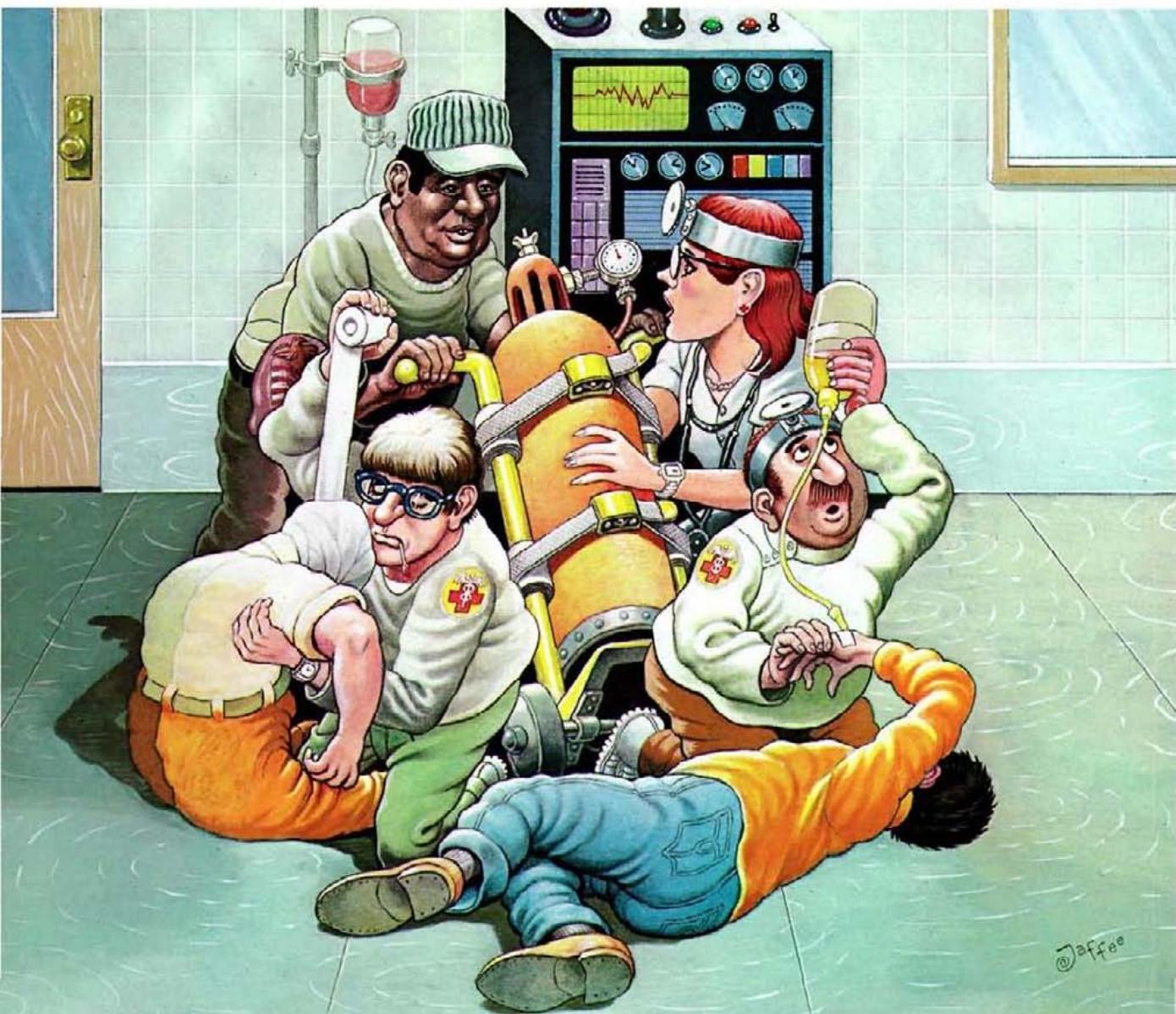


FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



BUSY MEDICS ARE WORRIED ABOUT A NEW FREAK EPIDEMIC SPREADING TILL IT BECOMES A DANGER THAT EVERY ONE OF US COULD BE FACING

A

B

